

**Communicator, Message, Medium and Effect:
A Study with Special Reference to Prem Rawat,
'An Ambassador of Peace'**

Thesis

Submitted to

**Babasaheb Bhimrao Ambedkar University
(A Central University)**

Lucknow



For the Degree of

Doctor of Philosophy

In

Mass Communication and Journalism

By

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Enrolment No. – 721/14

Under the Supervision of

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2019

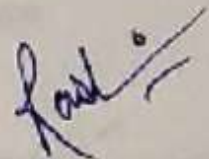


*This Thesis is
Dedicated to My
Adored Parents*

DECLARATION

I **Rashmi Kumari**, do hereby declare that the thesis entitled **Communicator, Message, Medium and Effect: A Study with Special Reference to Prem Rawat, 'An Ambassador of Peace'** is my own independent research conducted under the supervision of Prof. Gopal Singh in the Department of Mass Communication and Journalism, School for Information Science and Technology, Babasaheb Bhimrao Ambedkar University (A Central University), Lucknow, Uttar Pradesh, India. Throughout the work, either in the text or bibliography, I have clearly shown various sources from which I have drawn information and is also approved by Departmental Research Committee (DRC).

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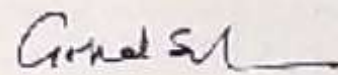
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This is to certify that **Rashmi Kumari**, Enrollment No. 721/14 Ph.D. Research Scholar, Department of Mass Communication and Journalism of the University has successfully completed her Ph.D. Course work in the examination held during December, 2015.

Controller of Examinations

ACKNOWLEDGEMENT

I owe my gratitude to all those people who have made this thesis possible and because of whom my Ph.D. experience has been one that I will cherish forever.

First and foremost I would like to express my heartfelt gratitude to the Almighty for the good health and wellbeing that were necessary to complete this thesis.

I am grateful to the Babasaheb Bhimrao Ambedkar University for providing me such a beautiful opportunity to study here and enhance my knowledge.

There are no proper words to convey my deep gratitude and respect for my research supervisor Prof. Gopal Singh. He has not only inspired me to become an independent researcher but also helped me to realize the power of critical reasoning. He taught me how to question thoughts and express ideas. His immense knowledge, patience, motivation, enthusiasm and support helped me to overcome many crisis situations and finish this thesis.

I am grateful and obliged to my head of the department Prof. Govind Ji Pandey and sincerely thankful to Dr. Mahendra Kumar Padhy, Dr. Rachana Gangwar, Dr. Arvind Kumar Singh, Dr. Loknath and Dr. Kunwar Surendra Bahadur who cared so much about my work and provided me with an excellent atmosphere for doing research. They generously gave their time to offer me valuable comments towards improving my work.

I am thankful to the seniors and research scholars Dr. Arun Kumar, Dr. Anurag Swaroop, Dr. Deepti Singh, Atul Singh, Gunjan Jaiswal, Harinath Kumar, Ravi Singh, Ruchika Kumari and Chandra Mohan Meena who responded to my questions and queries so promptly and have motivated me throughout this endeavour.

I cannot forget my friends who went through hard times together, cheered me on, and celebrated each accomplishment: Sanchita Mehrotra, Shweta Singh Rathore, Sundaram Ojha, Namita, Priyanka Chaudhary, Parul Sagar and Neha. They have given insightful comments and constructive criticisms at different stages of my research were thought-provoking and they helped me to focus on my ideas.

Special thanks must go to the Media Organizations, NGOs and their members V N Khare and Shakuntala Khare who extended support to me.

My deep gratitude goes to Yutaka Kinoshita for continuously assisting me during my academic trip to Japan.

I am thankful to the office staffs specially Ms. Deepika, Mr. Anurag and Mr. Sandeep that efficiently supported me whenever I needed help.

Last but not the least; on a more personal note I am obliged to my family: my mother and father for nurturing me and supporting me spiritually throughout my life. I deeply appreciate their belief on me. I express my gratitude to my parents-in-law. I am heartily thankful to my sisters Uma Kumari, Sharda Kumari and brother Maheshwar Lal for the long discussions that helped me to sort out the problems related to thesis.

There is no way to express how much it meant to me to have my husband Umesh Kumar Chauhan as a technical advisor and my younger sister Asha Kumari for encouraging the use of correct grammar and consistent notation in my writings and for carefully reading and commenting on countless revisions of this manuscript.

Rashmi Kumari



PREFACE

Youth of the world are coping with anxiety, stress or depression. They have a lot to deal with day-to-day demands like peer pressure, competition with friends, colleagues, high salary and many more. Everyone feels stress from time to time, we cannot control the things that cause stress, but we can control how we handle with stress or depression.

The researcher tried to study whether motivational speaker helps to overcome anxiety, stress or depression and leads to live with peace and happiness and results in healthy living, healthy thinking and develop problem-solving skills. Therefore, the researcher chose Prem Rawat an international motivational speaker. He won many awards and recognition especially the prestigious Asia Pacific Brands Foundation's BrandLaureate Lifetime Achievement award, reserved for statesmen and individuals whose actions and work have positively impacted the lives of people and the world at large.

The title of the study is **Communicator, Message, Medium and Effect: A Study with Special Reference to Prem Rawat, 'An Ambassador of Peace'**. The researcher used systematic and scientific method throughout her study.

The Chapter I deals with the Introduction of the youth problem. It also outlines the objectives and hypotheses of the present work to be achieved.

Chapter II is related with the review and citation of the work, and also the suicidal reports of the youth.

Chapter III 'Theoretical Framework' is exclusively assigned to theories and models which are essential and give some light for this study.

Chapter IV, V, VI and VII are related to Communicator, Message, Medium and Effect.

Chapter VIII 'Research Methodology' is entirely assigned to general methodology used during the course of present study.

Chapter IX includes data presentation and interpretation, major findings.

Chapter X includes Rhetorical Analysis of Speech.

Chapter XI includes hypotheses testing as well as conclusion.

Chapter XII, XIII and XIV are related to Discussion, Suggestions, Limitations and Recommendations for further Research.



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Table No. 144	257	Table No. 167	286
Table No. 145	258	Table No. 168	287
Table No. 146	259	Table No. 169	288
Table No. 147	262	Table No. 170	289
Table No. 148	263	Table No. 171	290
Table No. 149	264	Table No. 172	291
Table No. 150	264	Table No. 173	292
Table No. 151	265	Table No. 174	293
Table No. 152	266	Table No. 175	294
Table No. 153	267	Table No. 176	295
Table No. 154	275	Table No. 177	298
Table No. 155	276		



INTRODUCTION



“The request to be happy comes from within you. Don’t underestimate it. For as long as you are alive, that request to be in happiness and in peace will be there.”

-Prem Rawat

1.1 Introduction

The youth of today face many challenges that are unique to recent decades. Industrial, technological and environmental changes have made life both easier and more difficult for today's generation. Domestic problems, excessive use of alcohol, economic instability are the most common causes of stress among youth. One of the major reasons a youngster is submerged in the arms of devil depression is feeling lonely. Studies have shown that families going through breakups and fights such as separation or divorce of parents, favouring of one sibling than the other tendencies lead to the young ones in the family towards feeling alone and suffer from stress. Stress is not a favoured choice, but a forced one. If someone is under stress then not he / she but the surroundings are cause of it. Youth who have lost someone very close to them and don't open up about it are letting themselves be eaten by depression. Unmet personal or parental expectations such as failure to achieve a goal, poor grades, and social rejection are also major reason behind stress. Unresolved conflicts with family members, peers, teachers, coaches result in anger and frustration. It affects people physically and mentally and due to this suicide rate among youth is increasing. Everyone is different, so what is stressful for one person may not be for another. Therefore, it's significant to overcome from stress or depression which affects youngsters.

There are over dozens of globally acclaimed personalities who have dedicated their lives in search of peace, knowledge, happiness, love, god and the purpose and meaning of life. They have been called as philosophers and saints. Their philosophies and searches, knowledge, life experiences and speeches have transformed people's way of thinking and life. They have given different dimensions to the values and thoughts that people hold that have led to a

better life and too much extent, the world. These people are Martin Luther, Dalai Lama, Gautam Buddha, Mahavira, Kabir, Guru Nanak, Sri Aurobindo, Swami Vivekananda, Mother Teresa, Adi Shankara, Sri Sri Ravi Shankar, Jiddu Krishnamurti, Osho Rajneesh and many more. In the same way motivational or inspirational speakers are helping people to overcome stress or depression and most importantly valuing the life of human beings especially youth, the future of the country. The researcher's main aim is to understand if motivational or inspirational communicator can play vital role to overcome stress or depression of youth. So to achieve the aim researcher has chosen Prem Rawat as a motivational communicator who talks about peace and life. Prem Rawat has dedicated his life to speak about humanity's fundamental requirement for peace. His perspective on peace goes beyond words. It is both practical and tangible. He says, "Peace is possible; it needs to be felt. When people are in peace, the world will be in peace".

1.2 Rationale of the Study

1.2.1 Approximately 600 million populations in India are younger than 25 years of age and close to 70% of the total population is less than 40 years of age. Near about 40% of the Indian population is aged between 13 to 35 years that is defined as youth according to the National Youth Policy. Such a huge population of young is not only exceptional in India but also in the World.¹

1.2.2 In the present era of modernization and technology, stress, depression and anxiety are major issues among the youth. The causes of stress or depression among college / university students are their educational and academics performance like decrease in grades, lack of student's skills and ability to perform. Some of the common reasons of

¹ <https://www.mapsofindia.com/my-india/india/problems-faced-by-youth-in-india>. Accessed January 17, 2019.

stress or depression are time stress, failure, tough competition, academic pressure, emotional breakdowns due to inferior feeling, etc. Youth need inspiration and motivation to overcome their problems as stress and depression are not the solution for anyone.

1.2.3 Researcher has chosen motivational communicator Prem Rawat, to study that how the communicator's message would impact the youth to overcome stress or depression and to make them understand life is more important than anything else.

1.3 Statement of the Problem

Most youngsters desire to live luxurious lifestyle and forget to live happy life, want to get more in less time, these aspirations make them restless and destroy their present and slowly they forget their social life and values. Stress, anxiety or depression affect the life of youth and sometimes result in harming the life or suicides. It needs to overcome from these deadly results. So it becomes important to find out whether there is some role of inspirational communication in doing away with such emerging social problems and values among the youth.

1.4 Objectives of the Research Study

General aim of this study is to explore youth and their problems and impact of inspirational messages of Prem Rawat regarding life and peace on youth. The following are the specific objectives of the study :

1.4.1 To analyse Prem Rawat as a communicator, his message, medium and effect on youth

1.4.2 To examine youth, their problems resulting in stress or depression

1.4.3 To study the impact on youth after listening to the selected inspirational message video clips of Prem Rawat regarding life and peace

1.4.4 To study the role of oratory in effective persuasive communication in regard to inspirational messages

1.4.5 To compare the accessibility of traditional media vis a vis new and social media in regard to motivational speeches / messages

1.5 Research Hypotheses

A hypothesis “formulates a relation, which then will be tested empirically.”² “Hypothesis is the relationship between two or more variables assured for exploring the problem and finding solutions thereof.”³

H1: Listening to Prem Rawat excerpts will give positive attitude towards life, humanity and peace.

H2: Youth of this generation are facing many obstacles which result in stress or depression.

H3: Due to stress or depression, youth become disinterested and efficacy decreases.

H4: Prem Rawat message will help youth to overcome stress or depression.

H5: Motivational speakers are effective in persuasive communication in regard to inspirational messages.

H6: New media and social media are more accessible in comparison with the traditional media for listening to motivational speeches / messages.

² Flick, Uwe. *Introducing Research Methodology*. New Delhi: Sage Publications India Ltd, 2011. 26.

³ Sarangi, Prasant Dr. *Taxmann's Research Methodology*. New Delhi: Taxmann Publications (P.) Ltd, 2010. 60.

1.6 Significance of the Study

The academic significance of the study :

Research being an endless quest for knowledge always demands a scientific approach in dealing with subjects which are of social relevance. A lot many research works has already been undertaken in the field of media and communication. Giving a new dimension through adding a substantial volume of academic inputs into the research area is of paramount importance. It's an undeniable fact that industrial, technological and environmental changes have made life both easier as well as more difficult for today's generation. Youth are facing many challenges like domestic problems, excessive use of alcohol, economic instability. Young people are under pressure to get admission in universities, they face difficulties often because of competition among them is very high and unfortunately, not having fair selection sometimes. Apart from it unemployment, lack of job skills, skill based jobs etc., is increasing rapidly and these are burden on them, and sometimes having knowledge is not always warranty to get job. Youth are facing challenges in every field from getting job to performance at the job, these somewhere are leading them to frustration and lack of enthusiasm. Stress is not a favored choice, but a forced one. If someone is under stress then it is not he / she but the surroundings are cause of it.⁴

For a balance development of the society, it's a sincere attempt on the part of the researcher to analyze and interpret communicator, message, medium and effect in regards to youth stress, anxiety, loneliness, depression and insecurity. Therefore, the purpose of the study is to understand whether Prem Rawat inspirational speeches regarding life and peace help the youth to overcome from stress or depression, get some relief or peace of mind in everyday life or not. Besides being an academic research work, the study undoubtedly would contribute for the socioeconomic benefit of the Indian youth as well as the world's youth.

⁴ <https://mreferaty.aktuality.sk/problems-of-the-youth-essay/referat-11387>. Accessed January 17, 2019.

1.7 Keywords Description

1.7.1 Youth

For activities at the national level, for example when implementing a local community youth programme, “youth” may be understood in a more flexible manner. UNESCO will then adopt the definition of “youth” as used by a particular Member State. It can be based for instance on the definition given in the African Youth Charter where “youth” means “every person between the ages of 15 and 35 years.”⁵

1.7.2 Youth Problems

Youth of this generation facing many difficulties, peer pressure is one of the common problem, there is a gap between elders and the young members of the family, elders believes that young members are not enough mature to take their own decisions for social or personal matters and usually refuse their suggestions and believes which leads communication gap and distance between them. The luxurious lifestyle, more outgoing of youth and their desires has made them restless and have less interest in studies, want to get more in less time and also not interested in hard work. In many rural areas, young people are unfortunate to even afford to go to schools or colleges and they remain illiterate and forced to do daily labour in their entire life and some even lost their life, reason not able to face problems, and at the same time others of same age are learning and enjoying life. Youngsters in many occasions face racism and discrimination due to caste, creed, culture, religion, tradition or having opposite gender and these things make them emotionally confused and slowly have low self-esteem and can easily be dominated by others. Some young people become mentally unfit drastically or even commit suicide due to so called love affair issues and it is

⁵ <http://www.unesco.org/new/en/social-and-human-sciences/themes/youth/youth-definition/>. Accessed May 2, 2019.

increasing dramatically in last few years. The stress and depression overpower them and very few with ups and downs in their life able to cope up with it.⁶

1.7.3 Stress

Stress is often described as a feeling of being overwhelmed, worried or run-down. Stress can affect people of all ages, genders and circumstances and can lead to both physical and psychological health issues. By definition, stress is any uncomfortable "emotional experience accompanied by predictable biochemical, physiological and behavioral changes." Some stress can be beneficial at times, producing a boost that provides the drive and energy to help people get through situations like exams or work deadlines. However, an extreme amount of stress can have health consequences and adversely affect the immune, cardiovascular, neuroendocrine and central nervous systems.⁷

1.7.4 Depression

Depression (major depressive disorder) is a common and serious medical illness that negatively affects how you feel, the way you think and how you act. Fortunately, it is also treatable. Depression causes feelings of sadness and / or a loss of interest in activities once enjoyed. It can lead to a variety of emotional and physical problems and can decrease a person's ability to function at work and at home.⁸

1.7.5 Communication and its Elements : Communicator, Message, Medium and Effect

Aristotle, Harold Dwight Lasswell, Claude Elwood Shannon, Warren Weaver, David Berlo, Wilbur Schramm, McCombs and many other personalities have given

⁶ <https://www.dawn.com/news/965881>. Accessed January 17, 2019.

⁷ <https://www.apa.org/helpcenter/understanding-chronic-stress>. Accessed May 7, 2019.

⁸ <https://www.psychiatry.org/patients-families/depression/what-is-depression>. Accessed May 3, 2019.

communication models and theories to understand communication, its elements and communication process. Their models and theories provide more clarity and very helpful in exploring communication.

1.7.6 Communication

Communication is the act or process of using words, sounds, signs, or behaviors to express or exchange information or to express ideas, thoughts, feelings, etc., to someone else. “Communication is simply the act of transferring information from one place, person or group to another.”⁹

1.7.7 Communicator

The person who intends to convey the message with the intention of passing information and ideas to others is known as sender or communicator. Someone who is able to talk about his / her ideas and emotions in a way that other people can understand.

1.7.8 Message

This is the subject matter of the communication. This may be an opinion, attitude, feelings, views, orders or suggestions.

1.7.9 Medium

The person who is interested in communicating has to choose the channel / medium for sending the required information, ideas etc. This information is transmitted to the receiver through certain channels / media which may be either formal or informal.

⁹ <https://www.skillsyouneed.com/ips/what-is-communication.html>. Accessed May 24, 2019.

1.7.10 Effect

The effect is the result of any communication. The most important criterion to detect the effect of communication is feedback. Feedback is the response that the person displays after receiving the message and compares and sends it to the sender in the form of message. This feedback can be positive or negative. In any case, feedback plays an effective role in communication.¹⁰

1.7.11 Prem Rawat

Prem Rawat, known as ambassador of peace, who for the last 52 years spreading the message of Humanity and peace, receiver of many international awards. Each individual strives for establishing peaceful and happy life for which humanity and peace are the fundamental need of human being. With this thought, Prem Rawat expressed for establishing peace worldwide efforts are to be made. There can be peace in the world only when, people experience peace in their heart. The need of peace that is felt today was never before and the peace that people is looking for resides within the heart of each human being not outside. He said there is hatred and humbleness as well inside people, there is jealousy as well as kindness, there is sorrow as well as peace. He defined mind and heart distinctly and said that biggest threat is the evil within the mind which is taking over everything. When the heart in every individual will start to resonate the peace and kindness, which will be an accomplishment for humanity in truest sense.¹¹

¹⁰ <http://iaiest.com/dl/journals/4-%20IAJ%20of%20Humanities/v4-i2-apr-jun2017/paper9.pdf>. Accessed May 24, 2019.

¹¹ <http://youthpeacefoundation.com/youth-peace-foundation-organized-a-panel-session-on-media-for-humanity-and-peace/>. Accessed January 15, 2019.

1.8 Summary of the Chapter

Introduction chapter is the structure of the study. The researcher has already discussed regarding youth and their problems, reason of stress or depression, rationale of the studies, statement of the problem, and significance of the study. The researcher has also decided some objectives and hypotheses, also has explained the major keywords of the study. The chapter undoubtedly provides the roadmap to go ahead, test the research hypotheses and find out the conclusion.



LITERATURE REVIEW



“Depression is likely to become the second leading cause of death and disability in the world by 2020.”

-World Health Organization

2.1 Introduction

Stress, anxiety or depression is the slow poison resulting in severe diseases or death. Many news, articles and reports in regard to stress or depression are published in newspapers and magazines or telecast in television news channels on regular basis.

“Depression–Let’s talk” was the slogan for World Health Day 2017. Depression is an extremely common illness affecting people of all ages, genders, different socioeconomic groups and religions in India and all over the world. Globally, an estimated 322 million people were affected by depression in 2015.” It is the top cause of illness and disability among young and middle-aged populations, while suicide ranks second among causes of death for the same age groups. Depression contributes to significant disease burden at national and global levels. At the individual and family level, depression leads to poor quality of life, causing huge social and economic impact.¹²

2.2 Depression

Depression can be defined in psychology as, “a mood or emotional state that is marked by feelings of low self-worth or guilt and a reduced ability to enjoy life.”¹³

2.2.1 Symptoms of Depression

Depression can differ from mild to severe. These are as follow :

- Feeling sad or having a depressed mood

¹² http://www.searo.who.int/india/depression_in_india.pdf. Accessed July 7, 2019.

¹³ <https://www.britannica.com/science/depression-psychology>. Last modified September 19, 2019. Accessed October 8, 2019.

- Loss of interest or pleasure in activities once enjoyed
- Changes in appetite – weight loss or gain unrelated to dieting
- Trouble sleeping or sleeping too much
- Loss of energy or increased fatigue
- Increase in purposeless physical activity (e.g., hand-wringing or pacing) or slowed movements and speech (actions observable by others)
- Feeling worthless or guilty
- Difficulty thinking, concentrating or making decisions
- Thoughts of death or suicide¹⁴

2.2.2 Complications of Depression

Depression is a chaos and often gets worse if we do not take it seriously, consequence can be emotional, behavioral and health problems that affect individual life as well destroy entire family.

2.2.3 Examples of Complications

Depression causes complications, major examples are as follow :

- Excess weight or obesity, which can lead to heart disease and diabetes
- Pain or physical illness
- Alcohol or drug misuse
- Anxiety, panic disorder or social phobia
- Family conflicts, relationship difficulties, and work or school problems
- Social isolation
- Suicidal feelings, suicide attempts or suicide

¹⁴<https://www.psychiatry.org/patients-families/depression/what-is-depression>. Accessed May 3, 2019.

- Self-mutilation, such as cutting
- Premature death from medical conditions¹⁵

2.3 Depression : Suicidal Cases of Youth in India – Report Presentation

Below are some painful stories and cases of youth in India who committed suicide due to stress or depression :

“**Mark Andrew Charles** a final year master’s degree student committed suicide on 2nd July, 2019 by hanging at his hostel in Indian Institute of Technology, Hyderabad (IIT-H), attributing his decision to take the extreme step to his **‘poor grades’ and ‘failure to secure a job’**. This was the second suicide report of the same institute.

He left behind an eight-page suicide note addressed to his friends and parents, **“I don’t have a job, probably wouldn’t get one. No one hires a loser!** It’s amazing to look at my grade sheet. A few more letters and it’ll look like an alphabet chart. I did have dreams, just like everyone. But now, it’s pretty empty.”

He added **“Two years away from home, at the best institute, with the best of people around me, I wasted it all.”** He requested his parents to not bury him and instead hand over his body for medical use. **“I’ll make a good specimen cadaver to the future doctors of India,”** he wrote in the note.

He also apologized to all his friends and said to not “waste” their lives in the IT industry, - **“Ankit, Rajjo, IT me kaam karte karte apni life matt bhul jana. Live a little everyday. Ek hi zindagi mili hain.”**

¹⁵ <https://www.mayoclinic.org/diseases-conditions/depression/symptoms-causes/syc-20356007>. Accessed May 3, 2019.

Anirudhya Mummaneni a third year student in the same institute committed suicide by jumping off the seven-storey hostel building in February, 2019. This was the first suicide reported.”¹⁶

“**Arjun Bharadwaj** a 24 year old management student, committed suicide by jumping out of a 19th-floor hotel room in Mumbai. Media reporting suggested he had been **depressed about failure in exams and repeatedly talked about ending his life on social media**. There were also suggestions he was battling drug addiction.

Bharadwaj’s story made the headlines — likely because he killed himself at a five-star hotel and discussed suicide methods on Facebook — but it is no exception : Every hour, one student commits suicide in India, according to 2015 data (the latest available) from the National Crime Records Bureau (NCRB).

In 2015, the number of student suicides stood at 8,934. In the five years leading to 2015, 39,775 students killed themselves. The number of attempted suicides, many unreported, is likely to be much higher.

India has one of the world’s highest suicide rates for youth aged 15 to 29, according to a 2012 Lancet report, which illustrated the need for urgent interventions for this demographic.

In 2015, Maharashtra reported most student suicides of any state : 1,230 of 8,934 (14%) nationwide, followed by Tamil Nadu (955) and Chhattisgarh (625). Maharashtra and Tamil Nadu are among India’s most advanced states, and their high rate of suicides could reflect the pressures of economic growth.

¹⁶ https://www.indiatimes.com/news/india/ek-hi-zindagi-hain-iit-student-commits-suicide-writes-a-moving-note-urging-others-to-live-370439.html?fbclid=IwAR1IJh7i-Eh_PSBcJfi-un3ddgehEz07kU8D34PhlYkvB0prn2s8yhIUkV4. Last modified: July 3, 2019. Accessed July 4, 2019.

Sikkim, the state with India's highest suicide rate, offers future warning for India.

Sikkim is India's third-richest state (after Delhi and Chandigarh), by per capita income, and its literacy rate is seventh highest. But it also records the second-highest unemployment rate. About 27% of the state's suicides were related to unemployment and found to be most common among those **between 21 and 30 years of age.**

Conversations with counselors revealed that young people find it difficult to cope with failure in examinations and careers and neither families nor other social institutions offer adequate support or solace.

Student suicides are becoming increasingly common in Kota, Rajasthan, considered the capital of India's shadow education system. Its many commercial coaching centers, that guarantee success in professional entrance exams, **pressure students into striving for unrealistic goals.** Unable to cope with failure and anxious about letting their family down, a growing number of Kota students opt to end their lives.

“These deaths result from poor relationships with parents, excessive expectations, the feeling of being unwanted, poor understanding of their peer / romantic relationships. These result in an impulsive decision or a long thought-out deliberate suicide,” said Shaibya Saldanha, co-Founder of Enfold India, a non-profit organization (NGO) which works with children and adolescents.

Suicides among youth are now frequent enough to draw the attention of policymakers and celebrity campaigners. **In his Mann Ki Baat radio speech on March 27, 2017, Prime Minister Narendra Modi urged Indians to talk about depression and seek help if**

needed. Actor Anupam Kher, in response to Bharadwaj's suicide, shared his email address on Twitter and invited anyone feeling depressed to talk to him."¹⁷

2.4 Celebrities Facing Stress or Depression

Some cases of famous personalities who suffered from behavioral and emotional disorders such as anxiety, stress, or depression :

"Actress **Shraddha Kapoor** has spoken about her **struggles with anxiety**, and how she has learned to 'embrace it'. The actor has shared that even though she isn't fully cured, she has accepted it as a part of her life. "It just after Aashiqui where I had this physical manifestation of anxiety", she said."¹⁸

"**Deepika Padukone** is one of the most attractive actresses of today; she suffered from **anxiety and depression in 2014** while shooting for a movie "Happy New Year". She was very open about this fact in her interviews with the media.

Anushka Sharma is a lively actress, suffered from **anxiety in the early part of her career**. She openly talked that she becomes anxious frequently about things.

Shahrukh Khan a king of Bollywood is one of the richest actor in the world suffered from **depression post his shoulder surgery in 2010**. Besides, he was depressed for three months after the release of his movie "Ra. One."

¹⁷ <https://www.hindustantimes.com/health-and-fitness/every-hour-one-student-commits-suicide-in-india/story-7UFFhSs6h1HNgrNO60FZ2O.html>. Last modified May 8, 2017. Accessed July 17, 2019.

¹⁸ <https://www.hindustantimes.com/bollywood/shraddha-kapoor-opens-up-about-struggling-with-anxiety-we-got-so-many-tests-done-but-there-was-nothing-wrong/story-C65VMHLoTftYraqY03nrgM.html?fbclid=IwAR3MplQQpS6Hm2-XQcUBH8IMV4XyQx51h6Tc-YliO6gIPfQrlq5Rm3lbMf8>. Last modified September 12, 2019. Accessed September 15, 2019.

Honey Singh an Indi-pop singer faced stress. **Manisha Koirala** a cancer survivor and the most established actress in Bollywood suffered from **mental health problems post her divorce** from her ex-husband.

Aamir Khan is the Mr. Perfect of Indian cinema, had a tough time maintaining this image. **He went into depression after performing the last shot of the TV serial, Satyamev Jayate.**

Ileana D'Cruz was also a **victim of depression** in recent times because of her superstardom. She is a known face in both Hindi and South Indian films.

Sanjay Dutt an actor and a producer went through a lot of flaws in his life. **After his mother's death, he was under stress and had his share of drugs in his younger days.**¹⁹

Varun Dhawan an actor revealed that he was battling from **depression while shooting the movie, "Badlapur"**.

Method actor **Randeep Hooda** revealed about being **depressed during the shoot of Imtiaz Ali's, "Highway" and his upcoming movie, "Sarbjit"**.²⁰

2.5 Youth facing Stress or Depression : Reasons Behind It

Youth in India are struggling with stress, anxiety or depression, reasons are countless. Some of the causes are **"Drugs and violence**, the two major social problems in the society and young people are exposed to it, which are affecting their life adversely. Though some youngsters **don't want to be exposed to drugs and violence but it's impossible as it is everywhere including party, office meetings, etc. some do this to rebel or fit in the**

¹⁹ <http://flashmint.in/stress-management/10-indian-celebrities-who-battled-stress>. Accessed July 17, 2019.

²⁰ <https://www.scoopwhoop.com/Celebrities-Who-Talked-About-Mental-Illnesses/>. Accessed July 17, 2019.

society they live in, others do it to prove to others that they are cool. Adolescents using drugs is the consequence of a combination of factors such as **peer pressure, curiosity and availability, and leading them to depression and suicide.**

Most crucial phase of **maturation process is preteen and teenage** at which use of drug mostly begins. **Discovering their self identity, clarifying their sexual role, learning to cope with authority, assenting independence and searching their goals that would give their lives meaning** are the most difficult tasks faced by youth during these years of adolescence.”²¹

Indian youth are fighting with Corruption, it is present everywhere, consequently it also affects lives of people and becomes major cause of stress or depression and damages life as well as society. “**Anna Hazare’s campaign against corruption** is the suitable example where Indian youth have participated from different parts of the country.”²²

“**Single parent households** are increasing in comparison to joint families, **raising a child is difficult enough in a two parent home,** especially in tough economic conditions and sometimes situation are even worst when there is only one parent. Children don’t get proper education usually, they often not able to get proper guidance. **Children become subject to higher alcohol and drug abuse, higher dropouts rate and higher risk of dangerous sexual behaviors and pregnancies.** It is correctly said that – **it truly takes a village to raise a child.**

At earlier times kids enjoyed to be kids. Nowadays, at earliest of ages, though with serious consequences **children are partaking in adult activities.** Essentially wherever a kid turns he or she is **bombarded with sexual suggestions, let it be movies, television, or the internet.**

²¹ <https://www.123helpme.com/preview.asp?id=139825>. Accessed January 17, 2019.

²² <https://www.mapsofindia.com/my-india/india/problems-faced-by-youth-in-india>. Accessed January 17, 2019.

Materialism is being promoted in the society in which we are living and so we perpetuate this malady by **installing bad habits into our children**. The measure of success and happiness in life is how much stuff we have is what we teach our children today.”²³

Other reasons include **passing away of loved one, divorce and separation of family, fighting with family**.”²⁴

Therefore, it’s significant to find out whether inspirational speeches regarding life and peace help youth to get some relief or peace of mind in everyday life or not.

2.6 Summary of the Chapter

The present chapter is foundation of the research study. It illustrates previous cases of stress or depression among youth. Base establishes strong buildings, so as literature review creates strong study. In this chapter the researcher has discussed about stress, anxiety and depression including its symptoms and complications with examples. Also has talked about the suicidal cases of youth due to stress or depression in India, how celebrities are struggling with stress or depression and also major reasons why youth of this generation are facing problems.

²³ <https://www.toptenz.net/top-10-issues-facing-our-youth-today.php>. Accessed January 17, 2019.

²⁴ <http://www.shareyouressays.com/essays/comprehensive-essay-on-teenagers-problems-and-their-solutions/6236>. Accessed January 17, 2019.



THEORETICAL FRAMEWORK



“Theory is a set of principles on which the practice of an activity is based”

- *Lexico Dictionary*

3.1 Introduction

Wilbur Schramm, Abraham Maslow, Denis McQuail, Marshall McLuhan, George Kennedy, Walter Fisher, Elihu Katz, Paul Lazarsfeld and so many others are the popular scholars and theoreticians who developed models and theories which are still helping to understand and authenticate the thoughts of individuals, society and nation. It gives framework for doing systematic and analytical research. Diverse models and theories of various subjects and mass communication’s models and theories in particular are providing a roadmap to methodically and scientifically find out the relationship between the variables and to interpret, analyze and test the variables.

3.2 Theoretical Framework : An Overview

A theoretical framework consists of concepts, definitions and examples which are used for particular study. It guides, determines and helps to be in the right direction. Theoretical framework strengthen the study, it permits to evaluate the objectives critically. Following theories directly or indirectly relate to the theoretical background of the research study and these are practically applicable in certain areas of the study.

3.2.1 Classical Rhetorical Theory

“The origin of classical rhetoric theory can be traced back to the times of ancient scholars such as Plato, Aristotle and Socrates. Aristotle defined rhetoric as finding all the available means of persuasion. This Theory developed when people began to identify that there is some kind of influence made to the listeners. All kinds of usage of language comprise a certain amount of element of persuasion in them. The classic

rhetoric theory was to know how this element of persuasion works and how it can be effectively utilized. Rhetoric is often considered as an art, which studies how the things that we said or wrote made changes in the person who reads or hears them. Thus it studies the effectiveness of language.

Buddha, Jesus all these religious icons made the people pursue and influence through their teachings in the framework of classical rhetorical theory. All the great leaders in the history influenced the mass, used and are using the classical rhetorical theory.”²⁵

Therefore, the researcher has applied classical rhetorical theory to understand and analyze the speech of Prem Rawat, delivered in the international seminar held in Hiroshima, Japan. The researcher participated in this international seminar and listened to him directly, and also did post event survey, discussed some points with other participants and teachers, and observed the people, surrounding and participating in the seminar, as a participant observer.

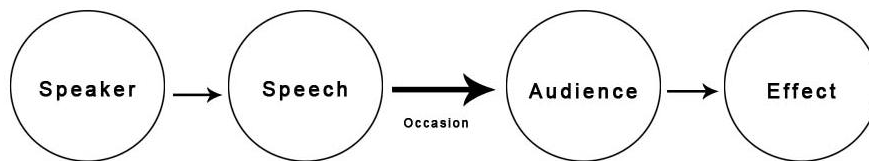
3.2.2 Aristotle Model of Communication

“**Aristotle**, a great philosopher gave the earliest mass communication model called “Aristotle’s Model of Communication”. He proposed the model before 300 B.C who established the importance of audience role in communication chain in his communication model. This model is more focused on public speaking than interpersonal communication.

²⁵ <http://communicationtheory.org/classical-rhetorical-theory/>. Accessed October 3, 2016.

Aristotle Model of Communication is formed with five basic elements :

- Speaker,
- Speech,
- Occasion,
- Audience and
- Effect.



ARISTOTLE'S MODEL OF COMMUNICATION

Speaker plays an important role in Public speaking. The speaker must prepare his speech and analyze audience needs before he enters the stage. His words should influence audience mind and persuade their thoughts towards him.²⁶

So, in this study :

- **Speaker is Prem Rawat**
- **Speech is Prem Rawat's Message of peace and life**
- **Occasion is Events happen throughout the year in the entire world**
- **Audience is Listeners who attend the events**
- **Effect is After listening to Prem Rawat messages, the effect on the audience**

Researcher tried to examine Prem Rawat as a speaker and effect of his speech on audience / listener.

²⁶ <https://www.communicationtheory.org/aristotle%E2%80%99s-communication-model/>. Accessed May 5, 2019.

3.2.3 Lasswell's Model of Communication

“Harold Dwight Lasswell (1902 - 1978), the American political scientist states that a convenient way to describe an act of communication is to answer the following questions :

- Who
- Says What
- In Which Channel
- To Whom
- With what effect?



This model is about process of communication and its function to society. Lasswell model suggests the message flow in a multicultural society with multiple audiences. The flow of message is through various channels. In this model, the communication component :

- Who refers the research area called “Control Analysis”,
- Says what is refers to “Content Analysis”,
- In which channel is refers to “Media Analysis”,
- To whom is refers to “Audience Analysis”
- With What Effect is refers to “Effect Analysis”.²⁷

The research study is straightly related to Lasswell's Model of Communication where its elements and process are already mentioned such as Communicator, Message, Medium and Effect. Hence, they are as follows :

²⁷ <http://communicationtheory.org/lasswells-model/>. Accessed October 3, 2016.

- **Who – Prem Rawat**
- **Says What – His Message**
- **In Which Channel – Medium / Media**
- **To Whom – Listeners, Viewers and Readers**
- **With what effect – Feedback**

Research analyzed Communicator, Message, Medium and Effect thoroughly in the next chapters, and also studied communicator’s message impact on respondents.

3.2.4 Elaboration Likelihood Model (ELM)

“Elaboration Likelihood Model was developed by **Richard E. Petty and John T. Cacioppo** in 1980s. Persuasion is very much associated with our daily life. Persuasion occurs when readers, listeners or viewers get message from what they read, listen or watch. ELM explains how persuasive messages work in changing the attitude of reader or viewer. This model proposes that each and every message is undergoing the process of persuasion in two different ways. They are called Central route and peripheral route.

3.2.4.1 Central Route

The process of persuasion through Central route is strong, straight to the point and complete. The central route needs a thoughtful consideration of arguments which contains in the message. It requires more involvement from the part of reader or viewer. The receiver of the message carefully analyzes the message and thinks of it in every possible angle. When the receiver processes the

message through the central route, his active participation is vital, as also his motivation and ability to think.

3.2.4.2 Peripheral Route

The peripheral route is weak and the involvement of the receiver will be low. The message sent through peripheral route is not analyzed cognitively. Here the receiver of the message is not sure whether to agree with the message or to disagree. The person may not be able to elaborate the message extensively, so in the end he will be persuaded by the factors such as packing, marketing, advertising and public relations, which are nothing to do with the message.”²⁸

Here the Central Route is Prem Rawat’s Message and Peripheral Route is presentation and promotion of his message through videos clips, his literatures such as magazines, brochures, etc., his story clips, websites, through public relations. Elaboration Likelihood Model is directly associated with persuasion and the researcher study area is also connected to persuasion. Therefore, this model will be very effective for researcher in the research.

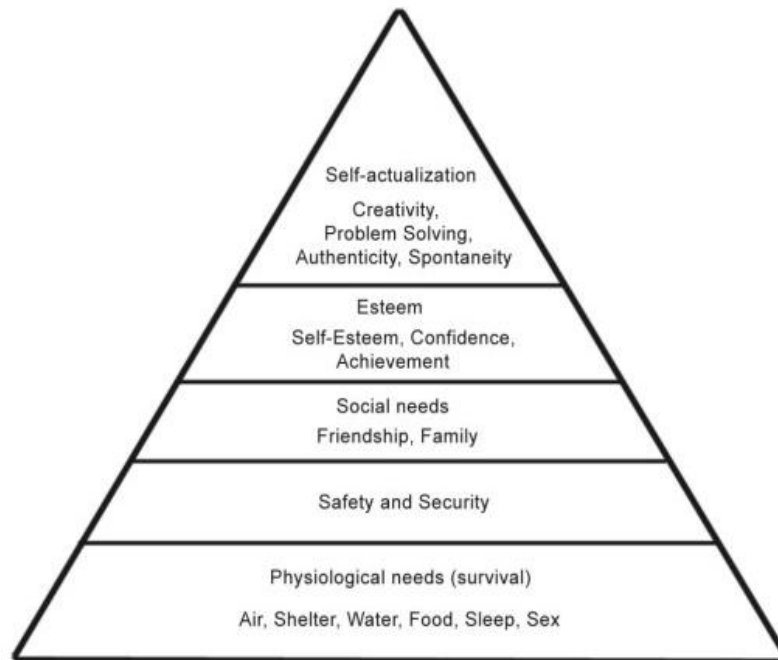
3.2.5 Maslow’s Hierarchy of Needs

“The Maslow’s hierarchy of needs is a theory proposed by **Abraham Harold Maslow** in 1943. According to Maslow, each person has different set of needs at different point of time in his or her life. He said that all needs of humans can be arranged in a hierarchy. Each person is said to move through the hierarchy by

²⁸ <http://communicationtheory.org/elaboration-likelihood-model/>. Accessed September 11, 2016.

fulfilling each level of needs. Some people may have dominant needs at a particular level and thus never move through the entire hierarchy.

Maslow's hierarchy lists the following five levels of needs :



3.2.5.1 Physiological needs :

This level of needs deals with the basic necessities of human survival like food, clothing and shelter. If a person does not fulfill these needs he will cease to function.

3.2.5.2 Safety :

Once the first level needs are met, a person feels the need to have a life of security where safety in all aspects of life is ensured.

3.2.5.3 Social needs :

This deals with the innate need to feel as if one belongs in a chosen social group and in various other relationships that are part of human life. This need

to be accepted or otherwise people are prone to negative effects like depression & loneliness.

3.2.5.4 Esteem :

Deals with the need to feel good about oneself and getting recognition from others. Lack of this need will result in an inferiority complex and helplessness.

3.2.5.5 Self-actualization :

Here the need is to maximize ones potential.

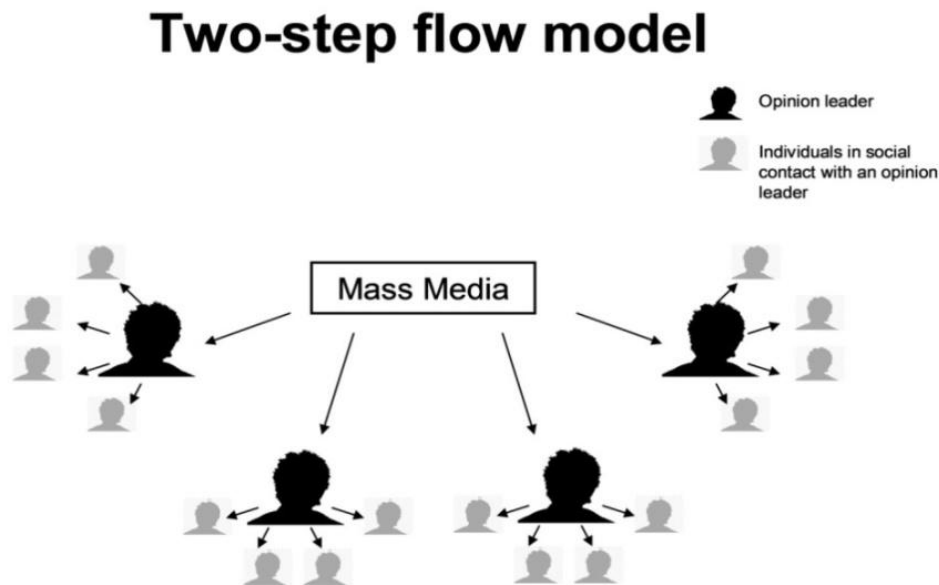
The levels are presented in the form of a triangle or a pyramid with the largest and most fundamental levels of needs at the bottom tier, and the need for self-actualization at the top.”²⁹

Life, Peace, Appreciation, Inner Strength, Self Awareness, Clarity, Understanding, Dignity, Choice, Hope, Contentment and many more are the subjects which Prem Rawat talks about. Maslow’s Hierarchy of Needs states different needs of each individual and in every stage people needs to enjoy life and peace of mind, here the message can help people to balance their life. So, the researcher explored the respondents through survey and experimental study and tried to find out the need for these types of motivational messages to balance the life of individuals and ultimately benefit the society as well as nation.

²⁹ <http://communicationtheory.org/maslow%E2%80%99s-hierarchy-of-needs/>. Accessed October 12, 2016.

3.2.6 Two Step Flow Theory

“In 1944 **Paul Lazarsfeld** (1901-1976), **Bernard Berelson** (1912 – 1979) and **Hazel Gaudet** propounded the Two-Step Flow of Communication.



3.2.6.1 Opinion Leader :

Opinion Leader is a leader for certain group who gives details and information to lesser active persons in the group. One important thing is that opinion leader is a leader only for their own group not for all.

According to Katz and Paul, “the flow of media messages from radio and print to opinion leaders and then the leaders lead the messages to lesser active users in the population”. Through this transformation of message, the leaders may add their opinion on the actual content which may affect the low active users. The Opinion leaders have enough voice only in structured social groups not in an isolated individual in the population.”³⁰

Consequently Two Step Flow Theory is present in this era of modernization and liberalization. We can find it at our home, among relatives and friends. We can

³⁰ <http://communicationtheory.org/two-step-flow-theory-2/>. Accessed October 9, 2016.

easily accept our elder’s opinions and views, they can play pivotal role in our day-to-day decisions. So, here the researcher wants to find out that Two Step Flow Theory is applicable to listen to inspirational programs and videos of Prem Rawat for the respondents.

3.2.7 Cognitive Dissonance Theory

“**Leon Festinger** (1919 – 1989) is well known for his theories of “Cognitive Dissonance and Social Comparison”. The mental clash or tension resulting from the processes of acquiring knowledge or understanding through the senses is called cognitive dissonance. In simple the clash of mind when we have to choose from the choices can be called cognitive dissonance. This is the feeling of discomfort from two conflicting thoughts, it may increase or decrease according to the following factors :

- The relevance of subject to us
- How solid the choices or thoughts are
- The capability of our mind to choose, rationalize or explain the thoughts.

The theory suggests that our minds have tendency to avoid such clashes and tensions through various methods and attain harmony. The mind will attain harmony by the following steps :

- **Altering cognitions** : Changing the attitude or behavior
- **Changing cognitions** : Rationalize our behavior by changing the differing cognitions
- **Adding cognitions** : Rationalize our behavior by adding new cognition.

This is the reason why we human beings have the tendency to justify ourselves. Every people will have their individual differences always.”³¹

Cognitive Dissonance Theory is connected to mind and thoughts and it is like brainstorming and finding the result. Therefore, after watching inspirational videos and attending live events, people need cognition and take decision accordingly. Hence, it is important to identify that whether respondents apply this theory after participating in experimental study done by the researcher.

3.2.8 Uses and Gratification theory

“According to Uses and Gratification Theory, people make use of the media for their specific needs. This theory can be said to have a user / audience-centered approach. Even for communication (say inter-personal) people refer to the media for the topic they discuss with themselves. There are several needs and gratification for people, categorized into five categories.

3.2.8.1 Cognitive needs :

People acquire knowledge and information through media

3.2.8.2 Affective needs :

People use to satisfy Emotions, pleasure and other moods through media

3.2.8.3 Personal Integrative needs :

Self-esteem needs like status and credibility, helps in changing lifestyle

³¹ <https://www.communicationtheory.org/cognitive-dissonance-theory/>. Accessed May 24, 2019.

3.2.8.4 Social Integrative needs :

Social networking sites like facebook, intagram etc help to socialize with family and friends

3.2.8.5 Tension free needs :

Media helps in relaxing from all the tensions, such as watching movies

The needs are individual in nature and how you satisfy your needs is individualistic.”³²

Therefore, the researcher has identified the variety of needs of respondents to watch motivational videos by doing open-ended questions survey from respondents.

3.2.9 Hermeneutics

“Hermeneutics first started with the interpretation of Biblical text and soon moved onto other religious texts before over the years being accepted as a set of principles that can apply to other written forms and to even art as well. Hermeneutics is a widely debated topic in contemporary humanist philosophy. It is both the science and art of interpretation. Hermeneutics is the study of the system of rules, principles and methods that are applied during interpretation and explanation. It is also considered to be the art of explication and translation. This art focuses on understanding the written discourse of another person correctly by dissolving language into thoughts.”³³

³² <http://communicationtheory.org/uses-and-gratification-theory/>. Accessed November 11, 2016.

³³ <http://communicationtheory.org/hermeneutics/>. Accessed October 27, 2016.



The researcher has used Classical Rhetorical Theory, and while doing this the researcher has converted language into thoughts and indirectly used Hermeneutics.

3.2.10 Self - Efficacy Theory

“Albert Bandura is credited with pioneering the Self-Efficacy Theory – a set of ideas that form a part of social-cognitive theory of personality. The theory was an outcome of the thought process that people generally tend to engage in activities that they believe they will be successful at and shy away from activities that they know will lead to failure. According to this theory, people who have high levels of self-efficacy tend to feel that they can perform very well at an activity and therefore attach more value to it. According to Bandura, humans normally self-regulate in order to achieve certain targets or to foresee how they would perform in a future activity.

3.2.10.1 High Self-Efficacy :

An individual starts to challenge himself by raising the level of the targets that he sets for himself.

3.2.10.2 Low Self- Efficacy :

People more likely to doubt themselves and this leads to failure in putting in the required amount of effort to reach the goal.”³⁴

Hence, the researcher is more concerned with Low Self- Efficacy and because of this, people feel stress, anxiety or depression and it results in severe mental and physical harm. The whole study is revolving around stress and depression among youth, and whether motivational messages / speeches in regard to life and peace will contribute in respondent’s life.

3.2.11 Sociocultural Theory

“Lev Vygotsky, a Russian literary critic, educator and psychologist is known as the father of sociocultural theory. According to him, social interaction is the source of learning and development which is not found solely in the mind of an individual. Humans can be studied or understood only as a part of society, culture or history and not in isolation.

This theory says that knowledge does not exist inside the head of human being. Meanings are negotiated where individual’s culture and activity intersect. It tries to explain how social mediation plays a role in the construction, reconstruction and transformation of culturally and historically situated meanings. This includes values, beliefs, norms and ways to solve different problems. The knowledgeable members, may be parents, teachers or more competent peers, help to influence individuals.

³⁴ <http://communicationtheory.org/self-efficacy-theory/>. Accessed December 13, 2016.

Therefore, the sociocultural environment in which development takes place also influences its form.”³⁵

So, the researcher has tried to understand the surrounding, culture and beliefs of respondents, and also tried to find out Prem Rawat as a knowledgeable member who can influence the life of respondents. Sociocultural Theory is significant to understand people of the society.

3.3 Summary of the Chapter

The present chapter discusses the various communication theories and models like Classical Rhetorical Theory, Hermeneutics, Maslow’s Hierarchy of Needs, Uses and Gratification theory, Two Step Flow Theory, Cognitive Dissonance Theory, Self-Efficacy Theory, Sociocultural Theory, Lasswell’s Model, Elaboration Likelihood Model, and Aristotle Model of Communication, directly or indirectly supporting the study. This chapter is not only the backbone of the study but also contributed in the concepts building and pioneering ideas to do study systematically and scientifically.

³⁵ <http://communicationtheory.org/sociocultural-theory/>. Accessed September 17, 2016.



COMMUNICATOR



**Prem Rawat
was Honored
International
Lifetime
Achievement
Award
BrandLaureate
2012**



**Prem Rawat
with host Dr.
Masato Honma
in the
International
Seminar at
Hiroshima, Japan
October 13, 2018**

**Prem Rawat
Received
Award
in the
United
Nations (UNA)**



“I’m not a politician, but I am a human being who holds very close to his heart the fundamental principles and possibility of peace on this earth. Whatever happens, peace needs to be given a chance to flourish. That’s the only thing we haven’t tried.”

-Prem Rawat

4.1 Introduction

Communicator is the person who has intention to communicate and convey the message, ideas, knowledge, information, innovation with others. Researcher has selected Prem Rawat as a Communicator, he is a motivational speaker and he shares his message of peace and happiness in the entire world.

“Prem Rawat began speaking about peace when he was just four years old. His extraordinary passion for peace has inspired millions of people over the last five decades. Since his childhood, Prem Rawat has dedicated his life to addressing humanity’s essential need for peace. His perspective on peace goes beyond words. It is both practical and tangible. Peace is possible; it needs to be felt. **When people are in peace, the world will be in peace.**”³⁶

4.2 Journey of Prem Rawat

Prem Rawat an Ambassador of Peace spent his entire life travelling all around the world to disseminate the simple and profound eternal message i.e. Peace is Possible. His journey to message of peace :

Decade	Year	Journey
1950s		“Prem Rawat was born in Haridwar, Uttarakhand, North India. His father Shri Hans Ji Maharaj was a prominent speaker on the topic of peace. Prem Rawat has three elder brothers and one elder sister. Entire family

³⁶ <https://www.wopg.org/prem-rawat/>. Accessed May 6, 2019.

		cherished the power of peace. His father's message of peace played significant role in his life.
	1957	Prem Rawat was born.
	1958	His father Shri Hans Ji Maharaj delivered peace message in Patna, Bihar, India. It was a public event where more than 10,000 audience came to listen and Prem Rawat at the age of two years join his father on the stage.
1960s		Prem Rawat delivered his first public speech about peace at the age of four. After his father's death in 1966, Prem took on his father's mantle and assumed the responsibility for fulfilling his father's mission : to share his knowledge of practical peace to all who would listen, that time Prem was nine years old. Prem's empowering message - 'peace is possible when you start with yourself' began to spread rapidly across India and also attracted international attention.
	1961	Prem Rawat spoke to audiences of family and friends in Haridwar, it was his first public speech.
	1963	Shri Hans Ji Maharaj started teaching Prem Rawat all he knew about inspiring and helping people to find personal peace.
	1966	Prem Rawat's father passed away on 19 th July 1966 at the age of 65. Prem announced publicly his determination to bring his father's message and teachings on individual peace to everyone in the entire world on 31 st July, after a period of mourning.
	1968	Brian Kitt, a Londoner searching for personal peace visited Prem Rawat's family in India. First time, he raised that Prem could spread message and teachings outside India as there was a huge possibility for it – marking the beginning of Prem's journey as a global peace ambassador.

1970s		First time, Prem Rawat left India when he was just thirteen years old and became one of the first among the people from India who conveyed message of peace to the Western world. In 1971, he delivered his first speech to the listeners of the west which took place at the first-ever Glastonbury Fayre, on a bill together with Gong and Linda Lewis. Prem visited Europe, North America and Australia, during a period of vast political and cultural disturbance. Due to his visits in various countries and continents, his profile grew rapidly. Prem got married to Marolyn, and started his family.
	1971	Prem Rawat addressed 10,000 people at the first-ever Glastonbury Fayre in England.
	1971	To pass his message of peace to new listeners, Prem Rawat visited Australia, Jamaica and Canada between 1971 and 1974. His determination made audiences continue growing.
	1975	In 1974, Prem Rawat married Marolyn and a year later, their first female baby, Premlata, was born.
	1976	Prem Rawat first time visited South America and apart from it he visited France, Germany and England. Prem and Marolyn welcomed their second child and Hans the same year.
	1978	Prem and Marolyn second daughter, Dayalata was born.
1980s		Prem Rawat commitment towards the message of personal peace to new audiences was spreading continuously in the entire world. He travelled to West Africa for first time, for those who wanted to listen to his message of individual peace. He returned to India after a long time.
	1980	Prem Rawat returned India after living in 1971, he then addressed to huge

		gatherings at events in New Delhi and later in Nepal.
	1981	Prem Rawat and his wife Marolyn welcome their second son, Amar.
	1982	Prem Rawat spoke at the world prominent Royal Albert Hall in London during a trip to UK.
	1985	Prem Rawat spoke in Africa – with events held in Côte D'Ivoire and South Africa.
	1989	Prem Rawat addressed audiences in Brussels, Belgium to follow up his message of peace and teachings regarding how to achieve personal peace.
	1990s	As the Cold War drew to an end, Prem Rawat's message was reaching millions of people around the whole world. During the 1990s, Prem started to address to business leaders and politicians – as well as members of the public – sharing his viewpoint on the possibility of peace in a fast changing world.
	1990	Prem Rawat spoke to the audiences in Berlin where he reiterated his message that peace is possible. He also travelled to India, Italy and England.
	1992	Prem Rawat ventured into video production and established many centers in Argentina and Australia to host bigger events and reach more communities.
	1997	Prem Rawat addressed to 5,500 attendees at a major event in Wembley Stadium in the UK – one of Europe's leading venues.
	1997	Prem Rawat endlessly conveyed his message of peace to the countries around the world, including the US, Canada and Australia.
	2000s	In new millennium, Prem Rawat was gaining global recognition for his message. He was inspiring and influencing diverse audiences including

		prestigious institutions such as the United Nations. He also established The Prem Rawat Foundation devoted to addressing the fundamental human needs of food, water and peace.
	2001	The Prem Rawat Foundation was started and its mission was to address the fundamental human needs of food, water and the often-overlooked need for peace.
	2002	Prem Rawat was a keynote speaker at the United Nations Conference Centre in Bangkok, Thailand.
	2005	Former Italian Prime Minister Emilio Colombo welcomed Prem Rawat to Rome, where he addressed members of the Italian Senate and other dignitaries.
	2005	Prem Rawat spoke to Australia's Parliament House - in conjunction with the United Nations Association of Australia - on the United Nations International Day of Peace.
	2006	He conversed to the Senate of Argentina at the invitation of the UN White Helmets and the Forum for Human Rights and Humanitarian Action.
	2010s	His journey is still continuing with the same vision to disseminate message of personal peace in the whole world. Prem Rawat as a Global Peace Ambassador had been honored to be invited to speak at the European Parliament, the UK Parliament and the United Nations. He also won the prestigious Asia Pacific Brands Foundation Brand Laureate International Hall of Fame Lifetime Achievement Award, in addition to becoming a best-selling author with his book 'Splitting the Arrow : Understanding the business of life'.

	2011	Prem Rawat was invited as a significant speaker at a special event at the European Parliament entitled “Peace and Well-being in the European Union”.
	2012	He conveyed at Kensington Palace as part of Queen Elizabeth II’s Diamond Jubilee celebrations.
	2012	Prem Rawat received the Asia Pacific Brands Foundation’s Brand Laureate International Hall of Fame Lifetime Achievement Award, as he was the fourth recipient including Nelson Mandela.
	2014	He addressed in the House of Commons at the UK Parliament in London, England, with the former government minister and future Secretary General of the Commonwealth, Baroness Scotland of Asthal.
	2017	Prem Rawat addressed to over 400,000 audiences at a live event in Buxar, India. ³⁷

4.3 Summary of the Chapter

The present chapter confers about communicator ‘Prem Rawat’ and his whole life journey and how he has started disseminating his message about life, peace and happiness from India to other countries. The chapter has also shared communicator’s achievements, honors, recognitions and awards. It is like the biography of the speaker.

³⁷ <https://www.premrawat.com/explore/about-prem-rawat>. Accessed December 28, 2018.



MESSAGE



“Peace needs to be in everyone’s life. It is not the world that needs peace; it is people.

When people in the world are at peace within, the world will be at peace.”

-Prem Rawat

5.1 Introduction

Message is the content of communicator which he or she wants to communicate with the receiver. It can be ideas, information, views, opinion or suggestion through tone of voice and body language. It can be written and oral both.

“At first glance, the message is simply the information you want to communicate. But it goes deeper than that. If the speech, object and image are successful, then the audience will leave with an understanding of how to proceed toward a life of personal fulfillment.”³⁸

Prem Rawat is a communicator and he delivers the message of peace, life and fulfillment. He says *“There are people who are very greedy, there are people who don’t care. But in my opinion, that is a minority. The majority of the people on the face of this earth want peace, and if this is true, then peace on earth is a very achievable objective. People say it’s not going to happen. Well, let this time belong to those who believe it can happen, not to the ones who say it cannot.”*³⁹

³⁸ <https://blog.udemy.com/elements-of-communication/>. Accessed October 11, 2019.

³⁹ <https://www.tprf.org/about-tprf/about-prem-rawat/>. Accessed August 22, 2018.

5.2 Prem Rawat's Message

Below are some messages / speech of Prem Rawat which he has delivered nationally and internationally among the audience :

Topic	Message / Speech
<p data-bbox="263 902 539 936">Between Two Walls</p> <p data-bbox="209 1014 593 1193">Life, my friends, is the most amazing thing that will ever happen to you.</p> <p data-bbox="316 1249 486 1283">Jun 04, 2019</p> <p data-bbox="228 1395 572 1574"><i>Excerpted from "One Day Would Be Enough" (Bournemouth, UK)</i></p>	<p data-bbox="628 499 1394 757"><i>“Life is the most amazing gift that you have. My friends, this is the most amazing thing that will ever happen to you. Don't you know? It's the most amazing thing that will ever happen to you.</i></p> <p data-bbox="628 813 1394 1070"><i>You've been transformed from just being dirt to dirt that can smile, can see, can appreciate. This did not happen so you could be miserable—that's pointless. That's pointless! Pointless! Illogical!</i></p> <p data-bbox="628 1126 1394 1384"><i>The way I look at it is, there are two walls. One wall I crossed. Where I came from, I don't know. I... So, what is wrong—to tell the truth once in a while, right? So, I don't know where I came from.</i></p> <p data-bbox="628 1440 1394 1832"><i>But when I was born, I crossed that wall. Before that wall, I don't know what I was. But when I crossed that wall and I came to this side of that wall, possibilities began for me. And on the other end of it, there is another wall, and through that wall I have to go. And when I do, where I'll end up, I have no idea.</i></p> <p data-bbox="628 1888 1394 2000"><i>I know I was dirt, and to this dirt I will go. And when new babies are born, the weight of the earth does not increase,</i></p>

	<p><i>and when people die, the weight of the earth doesn't decrease. Uh, what does that tell you? We don't go anywhere.</i></p> <p><i>So, you know, it's like, "Well, where did he go?" Well, he's still here. Now he can't do all the things he could do when he was alive. But his laughing, his crying, his talk, and everything else is playing in your memories, and it'll be there till you are there.</i></p> <p><i>And it's amazing; everybody is headed for the same wall. And we have tons of differences, right? The rich, the poor? "Oh, and but, you're a woman." "No, you're a man." "Oh no, you have this preference. You have that preference. You're different!"</i></p> <p><i>Well, how different can you be if you're going to all end up on that wall? And it's not like one goes to the top of the wall and one goes to the bottom of the wall. No, it's like the same bloody hole! And whether you like it or not, that's the hole you're going through.</i></p> <p><i>So, how different can you be?"⁴⁰</i></p> <p style="text-align: right;"><i>- Prem Rawat</i></p>
<p>Why Worry?</p>	<p><i>"How many of you worry? I'll raise my hand too—just, it makes it easier for you. Now, please explain to me how</i></p>

⁴⁰ <https://www.timelesstoday.tv/between-two-walls>. Accessed June 7, 2019.

<p>Take a more proactive and positive approach...find a solution to the problem.</p> <p>Aug 22, 2018</p> <p>An excerpt from "Unlocking Hope" Themed event with Prem Rawat</p>	<p>worrying is going to take away your problem?</p> <p><i>And here's a good one—look up “worrying” or “worry” in the dictionary—and it's really funny. It says, “Something that makes you unhappy.” Something that makes you unhappy...?</i></p> <p><i>My goodness! I like to worry. I like to worry! But I never asked the question, “Why am I worrying? Is this actually going to solve the problem?” No! Because, where action will solve the problem, thinking about a possible solution will solve the problem, worrying will never solve the problem—but I like to worry.</i></p> <p><i>And worrying will make me unhappy—that's according to the dictionary—and I can vouch for that. And yet every time I am faced with a problem, I worry.</i></p> <p><i>And then one day when I was really into worrying—and feeling quite unhappy—and this may come as a surprise to you—I said to myself, “Why do you want to feel unhappy?”</i></p> <p><i>“Yeah, but it, you know, it's not in my control. I didn't do it. This is happening to me; it's other peoples' fault; it's, yeah, da-da, the other people are the....”</i></p> <p><i>I said, “No, no, no.” And this is me, having a conversation with myself, silently, by the way. And I'm saying to myself,</i></p>
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	<p><i>“No, it’s you. That even in this moment, you have a possibility not to be unhappy.”</i></p> <p><i>And it is taking a more proactive and a positive approach, which is to find the solution to the problem—and if you don’t know it, find somebody who does.”⁴¹</i></p> <p style="text-align: right;">- Prem Rawat</p>
<p style="text-align: center;">True Prosperity</p> <p>True prosperity will never come without true peace.</p> <p style="text-align: center;">Jul 28, 2017</p> <p><i>This is a short excerpt from</i></p> <p style="text-align: center;">Prem Rawat’s address in Medellin, Colombia.</p>	<p><i>“Whenever there was prosperity without peace, that prosperity didn’t last very long. You want prosperity? I know everybody wants prosperity. But true prosperity will never come without true peace.</i></p> <p><i>And that’s why peace is important for all of us on this planet, not just in Colombia. On this planet, we are killing each other. We’re destroying each other. And we need to understand the value of human life, not the value of some ideas, some philosophies, but the idea of what truly a human being is.”⁴²</i></p> <p style="text-align: right;">– Prem Rawat</p>

⁴¹ <https://www.timelesstoday.tv/why-worry>. Accessed June 7, 2019.

⁴² <https://www.timelesstoday.tv/true-prosperity>. Accessed June 6, 2019.

<p style="text-align: center;">All Our Dreams</p> <p>We draw little maps : “If I have this, I have this; I want this, I have this, I have this, then I can be happy.” These are our road maps to happiness.</p> <p style="text-align: center;">Jul 02, 2017</p>	<p><i>“All our dreams, our road maps that we make in our mind to achieve happiness.... And we draw little maps : “If I have this, I have this; I want this, I have this, I have this, then I can be happy.” These are our road maps to happiness.</i></p> <p><i>It doesn’t matter whether you’re educated or you’re not educated, whether you have a job; you don’t have a job—you do, every day, you aspire to be happy. This is who you are.</i></p> <p><i>Now the question becomes, if this is who you are, this is what you aspire, this is what you want, why doesn’t mankind succeed?”⁴³</i></p> <p style="text-align: right;">– Prem Rawat</p>
<p style="text-align: center;">Be Human First</p> <p>If you lose your humanity, you lose everything.</p> <p style="text-align: center;">May 11, 2017</p>	<p><i>“Religion has its place. Absolutely, religion has its place, and politics has its place. But so does humanity. You are human, first. If you lose your humanity, you lose everything. Then you become poor; then you become weak.</i></p> <p><i>But so far that, on the face of this earth, we do not lose our humanity, we will be strong enough to help each other.”⁴⁴</i></p> <p style="text-align: right;">– Prem Rawat</p>

⁴³ <https://www.timelesstoday.tv/all-our-dreams>. Accessed June 7, 2019.

⁴⁴ <https://www.timelesstoday.tv/be-human-first>. Accessed June 7, 2019.

<p>Highest Achievement</p> <p>To be interested in finding fulfillment in one’s life—that’s why you’re here.</p> <p>Apr 09, 2016</p>	<p><i>“To be interested in peace ... to be interested in finding fulfillment in one’s life—that’s why you’re here. And that, to me ... deserves ... sincerest congratulations. Because that is a human being ... looking ... for the highest attainable ... thing that a human being can do, to be fulfilled.</i></p> <p><i>To be ... human ... is ... the highest achievement a human ... can achieve. Simple as that—to be human.....”⁴⁵</i></p> <p>– Prem Rawat</p>
<p>The Reward of Hope</p> <p>Anger rewards anger; anger begets anger. But what is the reward of hope?</p> <p>Sep 26, 2015</p>	<p><i>“Many people in their lives, they see things not going their way; they start losing hope, and the next thing you know, calamity. But it takes courage to have hope; it takes courage to have clarity. And when there is that courage....</i></p> <p><i>This is what’s beautiful. If you get angry, you know what you will be rewarded by? Anger. Just think about it, right? You get angry; you’ll be rewarded by anger. What is the reward of anger? Either you will get more angry....</i></p> <p><i>Maybe, maybe you begin by being angry with your friend, and the next thing you know, you’re also angry with yourself—for being angry at your friend.</i></p> <p><i>Anger rewards anger; anger begets anger. Fear rewards fear. You get afraid of being afraid—and that’s when it</i></p>

⁴⁵ <https://www.timelesstoday.tv/miami-beach-clip-1>. Accessed June 7, 2019.

	<p><i>really sets in. It's more than the boogeyman in the closet. Now, you're afraid to be in the room; you're afraid to be alive. "Oh my God...."</i></p> <p><i>But...but what is the reward of hope? It brings you more hope. What is the reward of joy? It brings you more joy. What is the reward of happiness? It brings you more happiness. What is the reward of knowledge? It brings you more knowledge. What is the reward of being content? It brings you more contentment. What is the reward of knowing? It brings you more knowing.</i></p> <p><i>This is how it is. This is how it's always been.</i>⁴⁶</p> <p style="text-align: right;">– Prem Rawat</p>
<p style="text-align: center;">Only for You</p> <p>Do you understand that this is one gift that all the money in the world cannot buy?</p> <p style="text-align: center;">Sep 18, 2015</p>	<p><i>"This gift of breath is an incredibly powerful gift that you have been given—incredibly powerful, that you have been given. Do you understand its value? Do you understand that this is one gift that all the money in the world cannot buy?</i></p> <p><i>You cannot write it in the will—in a will, in an agreement—that, "All my breath will go to this person."</i></p> <p><i>No. It's only for you! Accept it, understand it. Cherish life, cherish consciousness, cherish your strength, cherish your heart, cherish knowledge, cherish peace—and you will</i></p>

⁴⁶ <https://www.timelesstoday.tv/taylors-university-clip-4>. Accessed June 7, 2019.

	<p><i>understand the kindness of the Divine on every human being.</i>⁴⁷</p> <p style="text-align: right;">– Prem Rawat</p>
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5.3 PEAK (Peace Education and Knowledge) : Know Yourself

“Prem Rawat has introduced the pioneering course about understanding and uncovering the peace which is there within all of us. He says that human being needs peace in their lives and it’s possible for everyone. PEAK (Peace Education and Knowledge) is a free educational program to help people discover inner potential for personal peace.

5.3.1 Process to Enroll at TimelessToday.tv

Nearly 1.5 million people have benefitted from Prem Rawat’s practical approach to personal peace since 1971. With his first app-based course : PEAK, he is making his methods as close as to hand as a mobile device. The PEAK program turns conventional wisdom on its head and offers fresh perspectives on how to develop a true sense of yourself and tap your inner strengths.

To create a rich, coherent journey to deeper self-understanding and knowledge – Nine chapters - more than six hours of video in all. From charity to gratitude, peace to hope : each video- packed with chapters explores familiar ideas from a new and different angle, encourages to reconsider, rethink, and rediscover what makes each of us mainly ourselves unique. Go at your own pace, recording your reflections in the interactive journal. You will have the option to continue your journey and learn

⁴⁷ <https://www.timelesstoday.tv/east-timor-clip-6>. Accessed June 7, 2019.

practical techniques for uncovering the peace already within you, after the last chapter.”⁴⁸

5.3.2 The PEAK Chapters which Includes :

Chapter	Name of the Chapter	Introductory Video Available at premrawat.com
Chapter 1	Introduction	1:31 minutes
Chapter 2	Who are you?	11 seconds
Chapter 3	Clarity and beliefs	22 seconds
Chapter 4	Our choices	21 seconds
Chapter 5	Understanding	22 seconds
Chapter 6	Gratitude	08 seconds
Chapter 7	Peace	18 seconds
Chapter 8	Hope	30 seconds
Chapter 9	Self-knowledge	16 seconds
Chapter 10	Knowledge introduction	16 seconds

5.4 Summary of the Chapter

Message chapter is significant to be acquainted with the language and content of Prem Rawat’s speech which he shares in live seminars, events, television and radio interviews, personal interviews, short stories and in his books. His inspirational messages / speeches carry facts, stories, contemporary examples, etc. Researcher has presented few views and opinions of communicator which certainly will give you some ideas to understand the speaker thought process.

⁴⁸ <https://www.premrawat.com/engage/peak-know-yourself>. Accessed December 30, 2018.



MEDIUM



“Don’t hate the media, become the media.”

- ***Jello Biafra***




6.1 Introduction

Radio, television, newspaper, internet, etc are channels / media of mass communication, with limited time period these media help to reach heterogeneous masses and are very powerful. There are many other media available like face to face communication, letter, email, notice, etc. Medium / channel is a route through which message is send or pass from communicator / sender to the receiver / destination. The communicator should have proper knowledge in regard to medium which he or she chooses to communicate or spread his or her messages, ideas or information among the audience, so that impact of messages should be highest.



Prem Rawat employs different media platforms to share his motivational messages of peace and life to reach and access by maximum people in the entire world, and new and social media along with tradition media are playing pivotal role in disseminating his message / speech.



6.2 New Media Platform

Below are various websites which are providing Prem Rawat’s inspirational message / talks and also promoting his message / speech to help people to understand life and appreciate humanity.

Major Work	Logo	Description
<p>Relief Work and Education</p>	 <p>The Prem Rawat Foundation</p>	<p>“The Prem Rawat Foundation is a nonprofit public foundation created in 2001. The Foundation has developed a variety of programmes and initiatives to fulfill its mission of addressing the fundamental human needs of food, water, and peace.</p> <p>Visit: www.tprf.org</p>
<p>Media and Livestreams</p>	 <p>TimelessToday</p>	<p>“TimelessToday is a multi-platform media company that produces content about the human potential for peace and well-being as explored by renowned speaker Prem Rawat.”⁴⁹</p> <p>Visit: www.timelesstoday.com</p>
<p>Events and Tickets</p>	 <p>Words of Peace</p>	<p>Words of Peace is an independent charitable foundation set up by individuals inspired by Prem Rawat’s message of peace. Its aim is to share Prem’s message by providing clear, effective information on upcoming events and the need for their financial support.</p> <p>Visit: www.wopg.org</p>

⁴⁹ <https://www.timelesstoday.tv/about>. Accessed December 30, 2018.

<p>Artistic Projects</p>		<p>RawatCreations is a start-up company showcasing the photography and musical compositions of Prem Rawat. These are available on RawatCreations.com, with many other products in development.”⁵⁰</p> <p>Visit: www.rawatcreations.com</p>
<p>Prem Rawat</p>		<p>Prem Rawat’s personal website</p> <p>Visit: www.premrawat.com</p>

Logo	Description
	<p>“Raj Vidya Kender is a non-profit charitable organization. Its objective is presenting the Message of Peace of Prem Rawat and undertaking humanitarian activities to bring harmony in life. It organizes live events with Prem Rawat and video events related to his message.”⁵¹</p> <p>Visit: https://www.rajvidyakender.org/</p>
	<p>“Youth Peace Foundation (YPF) campaign is a commitment towards building a culture of peace amongst youth. In the rapidly changing life where studying, work and technology are constantly challenging them, young people have little time to</p>

⁵⁰ <https://www.premrawat.com/explore/about-prem-rawat>. Accessed December 30, 2018.

⁵¹ <https://www.rajvidyakender.org/>. Accessed May 5, 2019.

	<p>consider their own peace and well being.</p> <p>We are invoking thoughts and developing the culture of peace amongst youth through various activities like Art for Peace, Write for Peace, Talk for Peace, Walk for Peace and Photography for Peace contests and trying to help individuals achieve peace in their lives.”⁵²</p> <p>Visit: https://www.youthpeacefoundation.org/</p> <p>Visit: http://www.youthpeacefest.com/</p>
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6.3 Social Media

www.wopg.org

- i. Facebook - <https://www.facebook.com/wordsofpeaceglobal/>
- ii. Youtube.com - <https://www.youtube.com/user/wopgyt>
- iii. Twitter.com - <https://twitter.com/wopg>

www.tprf.org

- i. Facebook - <https://www.facebook.com/PremRawatFoundation>
- ii. Youtube.com - <https://www.youtube.com/user/tprfyt>
- iii. Twitter.com - <https://twitter.com/tprf>

www.rajvidyakender.org

- i. Facebook - <https://www.facebook.com/rajvidyakender/>
- ii. Youtube.com - <https://www.youtube.com/user/rajvidyakender3>
- iii. Twitter.com - https://twitter.com/rvk_india

⁵² <http://www.youthpeacefest.com/who-we-are/>. Accessed April 7, 2019.

www.anjan.tv

- i. Facebook - <https://www.facebook.com/myanjantv/>
- ii. Youtube.com - <https://www.youtube.com/user/myanjantv>
- iii. Twitter.com - <https://twitter.com/Anjantv>

www.radioumang.com

- i. Facebook - <https://www.facebook.com/radioumang>

6.4 Anjan Television

“Anjan TV is a general entertainment television channel owned by AAP Media Pvt Ltd. Committed to sway the entire India in extreme entertainment, be it of mind or of soul. The shows are heart touching uniquely conceptualized for the viewers, are sure to open the doors of viewer’s heart and gift them core entertainment treasures wrapped in high quality packaging. The channel offers baggage loaded with rich flavors of innovative content coupled with enduring nourishment.

It offers 360 degree entertainment spectacle, having mix of nourishing soaps, comedy, action, revitalizing health, uniting family shows, fragrant cookery, sprawling travel, pious self motivate, message of peace shows, discover yourself, songs blockbuster movies and much more.”⁵³

6.5 The Prem Rawat Foundation (TPRF)

The Prem Rawat Foundation (TPRF) mission is to address the fundamental needs of food, water, and peace of human being. Following are various programs and initiatives :

- **Peace for People**

⁵³ <https://anjan.tv/index.php/about-us>. Accessed October 13, 2019.

- **Peace Education Program (PEP)**
- **Food for People Program (FFP)**

6.5.1 Peace for People

“The Prem Rawat Foundation efforts to move ahead Prem Rawat’s message of peace is possible for everyone. It’s both inner resource and innate right. Peace for People initiatives comprise global events with government, education, and business leaders to encourage understanding of personal peace which results in world peace. It sponsors Prem’s message on television in the United States and produces various videos and publishes print materials on the subject of individual peace that are accessible worldwide.

6.5.2 Peace Education Program (PEP)

The Prem Rawat Foundation has developed the Peace Education Program (PEP) to assist people discover inner resources such as appreciation, contentment and hope in addition to look at the possibility of individual peace. It has been offered in seventy countries at huge variety of organizations and community groups, for instance youth programs, colleges, adult education programs, retiree centers, hospice centers, prisons and rehabilitation programs.

It consists of 10 sessions and has particular theme. There are interactive workshops with non-religious and non-sectarian. Following individual themes of the sessions are based on excerpts from Prem Rawat’s worldwide talks, which are :

- i. **Peace**
- ii. **Appreciation**

- iii. **Inner Strength**
- iv. **Self Awareness**
- v. **Clarity**
- vi. **Understanding**
- vii. **Dignity**
- viii. **Choice**
- ix. **Hope and**
- x. **Contentment**

Presently, 3 stand-alone programs are there, and one has his / her own choice for which course to start with. There is no sequence to it. Here are the unique aspects of each program :

- **PEP 1** : Each DVD / session is 1 hour in length. It includes short and longer videos and five animated shorts. There are two Reflection times included in each session, which can be used at the facilitator's discretion.

- **PEP 2** : Each session is approximately 35 minutes in length, and there are two sessions on each DVD. PEP 2 is suitable for audiences of all ages, including young people. This program is ideal for people who have difficulty concentrating for longer periods of time, such as the ill, elderly, and those in a rehabilitation center. There are two designated reflection times per session. PEP 2 also includes some media interviews with Prem Rawat.

- **PEP 3** : Designed to provide the maximum flexibility for PEP classes, PEP 3 consists of 10 DVDs with one theme per DVD. PEP 3 contains the same 10 themes as PEP 1 and PEP 2. The handouts have been reduced to one page per class, and the Facilitator Handbook has been merged with the Facilitator Manual.”⁵⁴

6.5.3 Food for People Program (FFP)

“In 2006 the program of Food for People was executed for the First time in village of Bantoli, Ranchi with Prem’s simple vision of :

- Provide daily nutritious, hot meals in the local cuisine for children & infirm adults
- Include hygiene education to help stem the spread of disease
- Hire local villagers to help run the facility
- Grow and / or purchase food locally to support the economy
- Provide education in more productive agricultural methods
- Consult community leaders in design of program
- Adjust the program to changing needs

All this dates back to the spring of 2003, when he arrived in Jharkhand, India by helicopter for an outdoor event to speak to a large gathering. Jharkhand’s harsh terrain makes navigation by car nearly impossible and is one of the poorest states of India with only a quarter of villages having road and only 8% have electricity. He was greeted by a number of curious children from the nearby village Bantoli who appeared to be destitute, unfed and undernourished but their warm n cheerful spirit touched him deeply. When he inquired the situation he learned that mortality under the age of five is double to that of rest of Indian states. Problems like food shortage,

⁵⁴ <https://www.tprf.org/programs/peace-education-program/>. Accessed August 22, 2018.

poor health conditions, adult sickness etc. persisted which meant no work no food condition which is setup for a no end cycle of poverty. This plight of people fueled Prem Rawat's desire to help and he came up with daily nourishment model program which he called 'Food for People.'

Since that time, two other facilities have opened, one in Tasarpu, Nepal (2009) and Otinibi, Ghana (2012). Improvements that were never imagined are happening in those communities.

Generous donors of more than fifty countries provide funds for the efforts of TPRF. The majority of staff of the Foundation is volunteers including the Board of Directors. One hundred percent of donations designated for a specific program are allocated to that program.

Guidestar recognizes TPRF for its commitment to transparency with regards to its operations, board oversight, management, and audited financial statements. The Foundation is also highly rated by Charity Navigator.

The Prem Rawat Foundation is a nonprofit public foundation created in 2001. Financial statements are audited annually by an outside accounting firm. Tax returns for all years have been filed with the Internal Revenue Service and the State of California and are available for viewing online at : www.guidestar.org.⁵⁵

⁵⁵ <https://www.tprf.org/about-tprf/>. Accessed August 22, 2018.

6.5.4 Emergency Relief

“The primary focus of TPRF’s humanitarian aid program is its model food program, Food for People, now operating in India (since 2006), Nepal (since 2009), and Ghana (since 2012). In addition, people who do not have access to eye care, yearly eye clinics are sponsored by this foundation and has provided frequent aid to help with the urgent needs of people affected by natural disasters. Over the years TPRF has partnered with charitable organizations that have shown their ability to deliver the aid directly, efficiently, and effectively with respect for the dignity of recipients and their culture. TPRF has made more than 160 grants to help people in 40 countries, since its inception in 2001.”⁵⁶

6.5.5 A Visit to Food For People (FFP) in Bantoli, Ranchi

“Jharkhand is also known as the land of forest, it is situated in eastern India and carved out of the southern part of Bihar on 15 November 2000. It is also known for its waterfalls, hills and holy places. Ranchi is the capital of Jharkhand. It is one of India’s poorest states, with a harsh terrain that makes navigation by car nearly impossible. Only one quarter of its 32,000 villages have roads, and only 8% have electricity.

The Prem Rawat Foundation partnered with the local Preamsagar Foundation to open first Food For People facility in the remote village of Bantoli, a tribal area of Jharkhand in northeast India in 2006. People of this area survive in simple huts with dirt floors and children grow up with this. The area is full of rocky soil and yields little food, and adult people do manual labor with little wages, sometimes it become difficult to feed their families. Here, parents face many obstacles often to send their

⁵⁶ <https://www.tprf.org/programs/emergency-relief/>. Accessed August 22, 2018.

children to school every day, which perpetuates the cycle of poverty even further. Apart from Bantoli, two other facilities have opened, one in Nepal and one in Ghana (South Africa).

The situation is changing slowly-slowly in Bantoli, Food For People serves 100,000 hot, nutritious meals to children and deprived adults from the seven villages surrounding Bantoli every year. Children are not getting only good nutrition but also getting basic education regularly like hygiene culture, computer education, how to behave, etc. Due to this reason children of the area have become healthier and their parents are allowing them to go to school every day.

Previously undernourished children are seen skipping to the Food For People facility with smiles on their faces before heading off to school. Teachers who bought food with their own money to feed their starving students now see children who are attentive throughout the day and eager to learn. School officials are thrilled that school enrollment and attendance continues to grow dramatically.

Most importantly, students are envisioning how they can help their villages by continuing their education to learn new skills. Recently, a graduate of Bantoli's secondary school became the first child from this entire area to qualify for advanced education in the state school system.

In the same way, ailing adults have been able to return to work to support their families, and good hygiene practices that are learned at Food for People are carrying over into homes and helping to prevent further sickness.

Most importantly, crime like stealing things has decreased significantly in Bantoli, and there is a sense of shared pride and hope building in the community.”⁵⁷

6.6 Raj Vidya Kender

Raj Vidya Kender is a non-profit charitable organization. Below are visions and objectives :

6.6.1 For the People by the People

“Raj Vidya Kender has a vision that peace is possible in everybody’s life and also supports it. This can happen only when one takes his / her responsibility and discovers personal peace. Those who appreciate this message support its activities by voluntary contributions.

6.6.2 Helping You Discover Personal Peace

To address people who are interested in Prem Rawat’s message of Self-knowledge and Self-discovery Raj Vidya Kender invites him. Over 50 million people have benefitted from his addresses and are very much appreciated.

6.6.3 Peace Education Program-From Darkness into Light

Across the country Raj Vidya Kender organizes events in jails. Many prisoners have reverted back to the normal life of a law-abiding citizen with the help of his messages.”⁵⁸

⁵⁷ <https://www.tprf.org/programs/ffp/>. Accessed April 28, 2019.

⁵⁸ <http://rajvidyakender.org/about/raj-vidya-kender/>. Accessed January 12, 2019.

6.6.4 Humanitarian Efforts - Eye Clinics

S. No.	Eye Clinic	Report
1	Ranga Reddy (Andhra Pradesh)	Free eye clinic Sponsor and Organizer - The Prem Rawat Foundation, Prem Sagar Foundation and Raj Vidya Kender Venue - Raj Vidya Kender at district Ranga Reddy, Andhra Pradesh Date – 22nd and 23rd March 2014
2	Bhubaneshwar (Odisha)	Free eye clinic Sponsor and Organizer - The Prem Rawat Foundation, Prem Sagar Foundation and Raj Vidya Kender Venue - Village Malipada, District Khurda, Bhubaneshwar, Odisha Date – 29th and 30th March 2014
3	Kanpur (Uttar Pradesh)	Free eye clinic Sponsor and Organizer - The Prem Rawat Foundation, Prem Sagar Foundation and Raj Vidya Kender Venue - Village Girsi, District Kanpur Dehat, Uttar Pradesh Date – 22nd and 23rd Nov. 2014
4	Patna (Bihar)	Free eye clinic Sponsor and Organizer - The Prem Rawat Foundation, Prem Sagar Foundation and Raj Vidya Kender Venue - Middle School, Village Sadishopur, Block

		Bihta, District Patna, Bihar Date – 29th and 30th Nov. 2014
5	Alwar (Rajasthan)	Free eye clinic Sponsor and Organizer - The Prem Rawat Foundation, Prem Sagar Foundation and Raj Vidya Kender Venue - Village Bairawas, Tehsil Kotkasim, District Alwar Rajasthan Date – 21st and 22nd Nov 2015
6	Gurgaon (Haryana)	Free eye clinic Sponsor and Organizer - The Prem Rawat Foundation, Prem Sagar Foundation and Raj Vidya Kender Venue - Government Primary School, Village Khatiyawas, District Gurgaon, Haryana Date – 28th and 29th Nov 2015
7	Champawat (Uttarakhand)	Free eye clinic Sponsor and Organizer - The Prem Rawat Foundation, Prem Sagar Foundation and Raj Vidya Kender Venue - Government Inter College, Village Gandakhali, District Champawat, Uttarakhand Date – 5th and 6th December 2015
8	Purulia (West Bengal)	Free eye clinic Sponsor and Organizer - The Prem Rawat Foundation, Prem Sagar Foundation and Raj Vidya Kender Venue - Village Banda, Moutorh, District Purulia, West Bengal

		Date –19th and 20th December 2015
9	Almora (Uttarakhand)	Free eye clinic Sponsor and Organizer - The Prem Rawat Foundation, Prem Sagar Foundation and Raj Vidya Kender Venue - Gyanoday Junior High School, Someshwar, District Almora, Uttarakhand The eyes of 1241 people were examined, free spectacles, eye drops and required medicines were distributed. Date – 3rd and 4th Dec 2016
10	Gorakhpur (Uttar Pradesh)	Free eye clinic Sponsor and Organizer - The Prem Rawat Foundation, Prem Sagar Foundation and Raj Vidya Kender Venue - Village Yashwantpur, Post Malahanpur District Gorakhpur, Uttar Pradesh The eyes of 2231 people were examined, free spectacles, eye drops and required medicines were distributed. Also 598 people were detected to be suffering from cataract and advised to attend government hospitals for further treatment of their eyes. Date – 11th and 12th December 2016
11	Madhubani (Bihar)	Free eye clinic Sponsor and Organizer -The Prem Rawat Foundation, Prem Sagar Foundation and Raj Vidya Kender Venue -Village Mansapur, District Madhubani, Bihar Date – 17th and 18th December 2016

12	Dumka (Jharkhand)	<p>“Free eye clinic</p> <p>Sponsor - The Prem Rawat Foundation and Prem Sagar Foundation"</p> <p>Organizer - Raj Vidya Kender</p> <p>Venue - Village Palma, District Dumka, Jharkhand</p> <p>The eyes of 912 people were examined. Free specs and eye drops units were distributed and 174 cases of cataract were also detected and these people were advised by the doctor to take treatment in the government hospitals.</p> <p>Date - 24th and 25th December 2016</p>
13	Palamu (Jharkhand)	<p>Free eye clinic</p> <p>Sponsor and Organizer - The Prem Rawat Foundation, Prem Sagar Foundation and Raj Vidya Kender</p> <p>Venue - Village Supha, Post Husainabad, District Palamu, Jharkhand</p> <p>The eyes of 1560 people were examined, free spectacles, eye drops and required medicines were distributed. Also 182 people were detected to be suffering from cataract and advised to attend government hospitals for further treatment of their eyes.”⁵⁹ ⁶⁰</p> <p>Date – 31st Dec. 2016 and 1st Jan. 2017</p>

⁵⁹ <http://rajvidyakender.org/initiatives/humanitarian/>. Accessed January 12, 2019.

⁶⁰ <http://rajvidyakender.org/initiatives/humanitarian/page/2/>. Accessed January 12, 2019.

6.7 Youth Peace Foundation (YPF)

“Youth Peace Foundation campaign aim is to build a culture of humanity and peace. Youth have less time to think about peace and well-being due to fast changing lifestyle including study, work and technology. The foundation invokes thoughts and developing the culture of peace amongst youth through various activities, training and workshops. It helps individuals achieve personal peace in their lives.”⁶¹

“Its aim is to reach 7 billion people on the face of this earth and give them a chance to think about this point, by taking support from the volunteers and friends of Youth Peace Foundation and all the people who show their interest in the subject by the end of the year 2025 or sooner. Youth Peace Foundation continuously strives to create platforms and initiatives where they can come and express their feelings about peace and it what peace means to them and at the same time encouraging them to think about world peace at large. It reaches out to communities, institutions, corporates, schools and societies and conduct events with the theme of peace and all such events are driven by the single cause of Developing the Culture of Peace amongst youth and designed in such a way which is youth oriented.”⁶²

6.7.1 Youth Peace Foundation Organized a Panel Session on Media for Humanity and Peace (November 13th 2018, Delhi)

“Media for humanity and peace”, a panel discussion at Constitution Club of India, Delhi, was organized by the Youth Peace Foundation on November 12th, 2018. The panel was comprised of keynote speaker Mr. Prem Rawat, known as ambassador of peace, who for the last 52 years spreading the message of Humanity and peace, receiver of many international awards. Among other eminent speakers were Mr.

⁶¹ <http://youthpeacefoundation.com/#>. Accessed January 17, 2019.

⁶² <http://youthpeacefoundation.com/about-us/>. Accessed January 17, 2019.

Saeed Naqvi, Senior Indian journalist, television commentator and interviewer; Dr. Anurag Batra, Chairman and Editor in Chief – BW Business World and xchange4media; Mr. Mr. KG Suresh – Director General of Indian Institute of Mass Communications (IIMC) and Dr. Ajit Pathak – National President, Public Relations Society of India. Ms. Sheetal Rajput – Deputy Editor, News 24 channel, and Ms. Meenakshi Sheron – anchor and journalist, moderated the panel sessions. Dignitaries and personalities from Social organizations, print and electronic Media, Government sector and mass communication institutions were invited as guests and more than 200 People from the world of media, education, corporate and social sector attended the event as delegates. Mr. Jotirmoy Roy, Senior Journalist, Columnist, and Feature writer concluded the session with the vote of thanks.

Each individual strives for establishing peaceful and happy life for which humanity and peace are the fundamental need of human being. Various format like print, electronic and digital content are media's significant channel of information and communication, thus it became the integral responsibility of media to promote humanity and foster culture of peace due to its enhanced role in society.

With this thought, Prem Rawat expressed for establishing peace worldwide efforts are to be made. There can be peace in the world only when, people experience peace in their heart. The need of peace that is felt today was never before and the peace that people is looking for resides within the heart of each human being not outside. He said there are hatred and humbleness as well inside people, there is jealousy as well as kindness, there is sorrow as well as peace. He defined mind and heart distinctly and said that biggest threat is the evil within the mind which is taking over everything.

When the heart in every individual will start to resonate the peace and kindness, which will be an accomplishment for humanity in truest sense.”⁶³

6.8 Summary of the Chapter

The chapter deals with different medium / media which helps to disseminate and promote the inspiration messages / speeches of Prem Rawat in regard to life, peace and happiness. It also informs about various non-profit organizations which are providing platform to organize Prem Rawat’s live events in India and abroad. The Prem Rawat Foundation is doing many humanitarian works to support needy human beings by giving food and water. This chapter shares about Anjan channel, it is telecasting peace shows which include different interviews, talks, live events, discover self etc. of motivational speaker Prem Rawat. No doubt, the chapter is vein of the study.

⁶³ <http://youthpeacefoundation.com/youth-peace-foundation-organized-a-panel-session-on-media-for-humanity-and-peace/>. Accessed January 15, 2019.



EFFECT



“The cause is hidden. The effect is visible to all.”

— Ovid

7.1 Introduction

Effect or we can say feedback, reaction, response are somehow the same and each word is related to receiver or destination end result. This stage comes when receiver decodes the message sends by the communicator / sender. Decoding process plays significant role because it helps to know that how receiver perceives the whole message and through feedback or effect it can be understood. It marks the conclusion, achievement and success of the communication process. So, this chapter will thoroughly deal with response of the heterogeneous audience.

7.2 Words of Peace Annual Report 2016

Words of Peace aim at sharing information on forthcoming events of Prem Rawat clearly and effectively and also by supporting events of Prem Rawat around the world and their financial needs.

Here are the numbers....

S. No.	Figure	Description
1	94	“Talks and interviews attended by Prem Rawat across 27 countries. Eighteen of those engagements were media interviews, which were broadcast to tens of millions of people. The biggest breakthrough in terms of media in the year was the use of radio, especially in South Africa, where it remains the most prolific medium.
2	464,023	Estimated people who saw Prem Rawat speaking at a live event
3	87,551	Social media followers

4	216	Countries where website visitor sessions originated
5	666,700	website visitor sessions
6	1,546,000	YouTube and wopg.org views of WOPG videos
7	2,091,972 Euros in donations	Across the globe many thousands of generous people supported with donations, both small and large. A large range of Prem Rawat's works, including : live events; media related activities like archiving and cataloging of produced materials; the upkeep of the website and online system; activities related to the keys are channeled through this money.

7.2.1 Prem Rawat Message and Usage of Media

Prem Rawat has done several radio interviews earlier, but in South Africa the record was amazing i.e. on **one day two radio interviews reached above 25 million people**, with syndication to other stations and content repeated several times.

Although TV and print media will still be important, for reaching many more people, who cannot attend events, in the far flung areas radio will now develop as a significant medium for Prem Rawat's message. Traditional medium radio will be another mechanism by which a global audience can benefit apart from the global reach through online.

In addition there were numerous newspaper articles in India. **Over 800,000 people were reached by two newspaper articles and three magazine articles in Japan.**

7.2.2 Television and Radio

Prem Rawat toured across **27 countries in 2016**, where interviews included national broadcasters in South Africa, Portugal, Malaysia and Cote d'Ivoire.

Television / radio interviews included :

- Anjan TV – 23-50 million daily India
- Jacaranda FM - South Africa's largest commercial radio station
- South African Broadcasting Corporation's Newsroom TV program
- UmhloboWenene – Southern Africa's largest Xhosa radio station
- SAFM, South Africa's oldest national broadcast radio station
- Kaya FM South Africa
- RTP 1, Portugal national broadcaster - Light Behind Bars – documentary on PEP in a Portuguese women's prison
- RTP 2 interview with Prem Rawat on "Watching the World" news documentary show
- Italy - Sky TV – 5 million
- National TV & radio – Cote d'Ivoire
- Live Radio broadcast, Benin
- Lite FM Radio – Kuala Lumpur, Malaysia
- BBC Radio Bristol⁶⁴

⁶⁴ <https://www.wopg.org/wp-content/uploads/2017/05/WOPG-Report-2016-combined.pdf>. Accessed November 21, 2018.

7.3 Words of Peace Annual Report 2017

Words of Peace aim were to share information on forthcoming events of Prem Rawat clearly and effectively and also by supporting events of Prem Rawat around the world and their financial needs.

“Slightly fewer countries were traveled in 2017 by Prem Rawat than the preceding year, but **by June his message reached to 120 million people and to over 410 million people which was a record year**, by the end of the year.

Vast audiences were again gathered by events in **India and South Africa**. In **Australia, Europe and North America** a new interactive themed concept was successfully implemented. Other countries hosting events included :

- **Colombia**, where the message of peace strongly supports re-building efforts after an exhausting civil war,
- **Fiji**, where already one-third of the population is acquainted with the message, and
- **Japan**, in connection with the release of **Prem’s new book**.

Those who were not able to attend physical events for them major events in Europe, North America and India were streamed live and audiences are increasing significantly.

Media interviews included the **very special 8-minute interview** that was recorded via iPhone after one of the events in **South Africa**. This recording was **broadcast by 14 radio stations**, some of them airing it more than once, **reaching 22 million listeners**.

Here are the numbers....

S. No.	Figure	Description
1	79	Speaking engagements and interviews attended by Prem Rawat.
2	547,976	Estimated people who saw Prem Rawat speak at a live event.
3	88,534	Social media followers.

4	211	Countries where website visitor sessions originated.
5	450,377	Website visitor sessions.
6	625,726	YouTube and wopg.org views of WOPG videos.
7	1,285,201 Euros in donations	These contributions were mainly used to support the live events and other speaking engagements, such as radio and TV interviews and special events, attended by Prem Rawat in person throughout the year.

7.3.1 Television and Radio

In 2017, Prem Rawat spoke at **79 events**, including media interviews that were arranged in the **United States, Northern Ireland, India, South Africa, Fiji and Australia**. Some of the 2017 events were also covered by radio and TV stations, and through newspaper articles.

Television / Radio interviews included :

- Anjan TV Interview – New Delhi, India
- News World Interview – New Delhi, India
- AIR FM Rainbow 102.6 – New Delhi, India
- AIR FM Rainbow 107.1 – Mumbai, India
- ETV Bihar Interview – Ranchi, India
- DD National Interview – India
- News 18 Assam Interview – India
- Vividh Bharati Radio Interview – India
- Rajasthan Patrika TV Interview – India
- RTP Interview (Panavideo) – Malibu, CA, USA

- Smile FM – Cape Town, South Africa
- Northern Ireland Telegraph newspaper, Belfast
- Café Interview with Arianna Azzolini – Cape Town, South Africa
- Metro FM - Breakfast Show – Johannesburg, South Africa
- Morning Live (TV Interview) – Johannesburg, South Africa
- Soweto Backstage Interview (Post-Event) – Soweto (Johannesburg), South Africa
- CTTV interview with LumkaNXoli – Cape Town, South Africa
- Los Informantes Interview – Westlake Village, CA, USA
- Fiji Television Interview – Suva, Fiji
- Radio Fiji 2 – Suva, Fiji
- One plus One TV – Sydney, Australia⁶⁵

7.4 Words of Peace Annual Report 2018

“Thanks to the donations of valued supporters, Words of Peace Global continues to promote Prem Rawat’s message, by supporting worldwide events and other speaking engagements he attends around the world, as well as providing general information about his message of self-knowledge and personal peace.

- During **2018, over a million people** travelled to hear Prem speak in person – **almost double the number in 2017.**
- Overall, through **online media, TV, radio and public engagements, his message reached over 1 billion people** for the first time.

⁶⁵ <https://www.wopg.org/wp-content/uploads/2018/05/WOPG-Annual-Report-2017-EN.pdf>. Accessed December 30, 2018.

- Prem Rawat's varied schedule of activities began with an **event in Madrid attended by almost 3,000 people**. From there he flew to **India**, where he participated in **several media interviews and events including Noida, Delhi, where he spoke to 200,000**.
- After an event in **Munich**, Prem Rawat travelled to the **UK**, where besides attending an event in **Brighton**, his **work also included a collaborative project in London with locals supporting efforts against youth crime – a campaign marked by a 'Peace is Possible' mural painted by well-known street artist, Eine**.
- Next, to **Miami for a full-house event and meetings with inmates in local prisons, then on to Fiji for a TV interview**.
- In September, **Australia** was again the scene for one of **Amaroo's popular international events**, and also for a **ground-breaking prison visit, where a significant fall in violence was recorded due to Prem's message**.
- In Japan, an event in **Hiroshima** together with a visit to the Hiroshima Peace Memorial Park was followed by a meeting with **schoolchildren in Fukushima**.
- Leading up to his **one-month tour of India in November**, where **he spoke to audiences of up to 400,000**.
- Prem Rawat spent time attending **events in Malaysia**, and then **Sri Lanka despite political unrest**. His visit to Sri Lanka was the first in 13 years and included meetings with former combatants and government officials, as well as speaking to over **3,000 at an evening event**.
- Finally the **year ended** with an event in **Barcelona, Spain in December** attended by approximately **2,000**.

Here are the numbers....

S. No.	Figure	Description
1	62	Speaking engagements and interviews
2	1,063,937	Estimated event attendees
3	75,515	Facebook followers
4	462,100	YouTube views
5	6,900,000	YouTube view minutes
6	194	Countries where website visitor sessions originated
7	253,561	Website visitor sessions
8	€1,021,741	In donations

7.4.1 Support of People

Many thousands of generous people from across the globe gave support with donations, both large and small. These contributions were mainly used to support the speaking engagements attended by Prem throughout the year. They also provided support for other activities such as those related to the Keys, communications and the upkeep of the website and other online platforms.

7.4.2 Prem Rawat's Media Appearances in 2018 Included :

- Madrid, Spain – multiple newspaper and Television interviews, reaching over 23 million people.
- India – **All India Radio; AIR General Services; News 24; Radio One; Ranchi Radio; DD National Television; PTC, reaching over 1 billion people.**
- Fiji – Fiji 2 TV.
- Kuala Lumpur – Lite FM Radio; Bernama TV News.

- Sri Lanka – M TV and Expressions with former combatants.
- UK – Talk Radio London.”⁶⁶

(TV : Television)

(AIR : All India Radio)

7.5 Prem Rawat Speaking Engagements in India from July 2014 to December 2018

S. No.	Date	Event Place	Audience Strength (Approximate)	Event Type
1	12.11.2014	Dr. Ram Manohar Lohia Hospital, New Delhi	418	Special Event
2	14.11.2014	Superintendent Office, Cherlapally, Central Prison, Hyderabad	400	Special Event
3	16.11.2014	Indian School of Business (ISB), Hyderabad	370	Prestigious Event
4	30.11.2014	Institute of Chartered Financial Analysts of India University, Jaipur	75,600	Youth Event
5	01.11.2015	Ravindra Sarovar Stadium, Kolkata	75,000	Open Public Event
6	05.11.2015	MNIT, Jaipur	1,550	Youth Event
7	07.11.2015	Nari Bandi Niketan, Lucknow	340	Special Event
8	08.11.2015	Ramabai Ambedkar Maidan, Lucknow	230,000	Open Public Event
9	15.11.2015	Pared Ground, Dehradun	80,000	Open Public Event

⁶⁶ <https://www.wopg.org/wp-content/uploads/2019/06/WOPG-Annual-Report-2018-1.pdf>. Accessed September 12, 2019.

10	17.07.2016	University of Madras, Madras	25,000	Special Event
11	06.11.2016	Paljor Stadium, Gangtok	19,000	Open Public Event
12	13.11.2016	Ramabai Ambedkar Maidan, Lucknow	250,000	Open Public Event
13	20.11.2016	Stadium at Acharya Institute of Technology, Bangalore	7,000	Special Event
14	25.11.2016	IIM Ahmedabad	500	Special Event
15	27.11.2016	Sec. 19, Navi Mumbai	50,000	Open Public Event
16	17.04.2017	AIR FM (102.6) Rainbow Studio, Akashwani Bhawan, New Delhi	1 Crore (Listeners)	Interview
17	21.04.2017	AIR FM (107.1) Rainbow, Mumbai	15 Lakh Listeners	Interview
18	26.10.2017	Shri Ram College of Commerce, New Delhi	300 Students 10367 Live Stream	Special Event
19	01.11.2017	ETV, Ranchi	46.30 Million Viewer	Interview
20	05.11.2017	Buxar, Bihar	400,000	Open Public Event
21	08.11.2017	National Institute of Technical Teachers Training and Research (NITTTR), Chandigarh	244 Teachers 7441 Live Stream	Special Event
22	16.11.2017	DD News Aaj Savere, Delhi	70 Million Viewer	Interview
23	20.11.2017	AIR (100.8), Vividh Bharati, Guwahati	18.37 Million Listener	Interview

24	20.11.2017	News 18, Assam	40 Million Viewer	Interview
25	23.11.2017	Patrika TV Interview, Rajasthan	39.78 Million Viewer	Interview
26	26.03.2018	All India Radio	1.20 Crore Listener	Interview
27	26.03.2018	Radio Interview, All India Radio GOS (General Overseas Services)	2.50 Crore Listener	Interview
28	31.03.2018	Greater Noida	170,000	Open Public Event
29	02.04.2018	News 24 TV Interviewer	7 Crore Viewer	Interview
30	05.04.2018	Infosys	300 Students 9218 Live Stream 2 Crore (53 Colleges)	Special Event
31	06.04.2018	Yerawada Central Jail, Pune	1800 4 Crore Viewer	Special Event
32	07.11.2018	Raj Vidya Kender Event, New Delhi	30,000	Special Event
33	08.11.2018	Raj Vidya Kender Event, New Delhi	25,000	Special Event
34	14.11.2018	Radio One Pune	1 Million Listener	Interview
35	17.11.2018	IIM Lucknow, Lucknow	245	Prestigious Event
36	22.11.2018	Big FM (92.7) Radio Interviewer, Ranchi	1 Million Listener (Live attendees)	Interview
37	25.11.2018	Prabhat Tara, Dhurva, Ranchi	200,000	Open Public Event

38	02.12.2018	Rubber Factory Ground, Fatehganj, Bareilly	200,000	Open Public Event
39	06.12.2018	Doordarshan, New Delhi	70 Million Viewer (Live attendees)	Interview
40	09.12.2018	Raj Vidya Kender Event, New Delhi	75,000	Special Event
41	16.12.2018	Sector 29, Near Central Park / TATA Hospital, Kharghar, Navi Mumbai	60,000	Open Public Event

(Source : Raj Vidya Kender, New Delhi)

7.6 Summary of the Chapter

The researcher has already discussed about communicator, message and medium, so it is very important to talk about the effect or response in regard to inspirational messages / speeches of Prem Rawat. This chapter has shared words of peace annual reports of 2016, 2017 and 2018, which included global events and programs done by Prem Rawat, its media reach and access, audience response, and major donations of valued supporters. The researcher also included motivational speaker Prem Rawat speaking engagements in India from July 2014 to December 2018 which showcase the response of audience. Effect chapter is the heart of the study.



RESEARCH METHODOLOGY



“The system of methods and principles used in a particular discipline”

- *Collins English dictionary*

8.1 Introduction

The chapter highlights how the research problem is explored, with specific methods and design. According to Zine methodology is “The framework associated with a particular set of paradigmatic assumptions that you will use to conduct your research, i.e. scientific method, ethnography, action research.”⁶⁷ A research methodology is the major part of any research which contributes research design, methods, variables, tools etc. The chapter concludes with the statistical techniques utilized for the data analysis. – “Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them.”⁶⁸

8.2 Research Design

Research design is a framework of any research which gives a detailed plan of how the goals of research will be achieved. According to Mukul and Deepa, “The research design is concerned about the mechanism as to how the research is to be conducted.”⁶⁹ The research design is the conceptual structure within which research is conducted. It constitutes the blueprint for the collection, measurement and analysis of data. Research design helps in yielding maximal information with minimum expenditure of effort, time and money. The study is based on qualitative and quantitative research methods and descriptive in nature to explore youth and their problems and impact of inspirational messages of Prem Rawat in

⁶⁷ O’ Leary, Zine. *The essential guide to doing Research*. New Delhi: Sage Publications India Pvt Ltd, 2005. 85.

⁶⁸ Kothari R. C. *Research Methodology Methods and Techniques*. New Delhi: New Age International (P) Limited, Publishers, 2004. 8.

⁶⁹ Gupta, Mukul. Gupta, Deepa. *Research Methodology*. Delhi: PHI Learning Private Limited, 2013. 32.

regard to life and peace on youth. The reviews in chapter 2, 3, 4, 5 and 6 provided the base for generating research hypotheses and also useful to determine the selection of methods.

The researcher applied **Triangulation Method**. “Triangulation means using more than one method to collect data on the same topic. This is a way of assuring the validity of research through the use of a variety of methods to collect data on the same topic, which involves different types of samples as well as methods of data collection. However, the purpose of triangulation is not necessarily to cross-validate data but rather to capture different dimensions of the same phenomenon.”⁷⁰ It was divided into **seven** parts :

- One was **Survey among Youth (Youth and Stress)**,
- Second was **post international seminar survey in Hiroshima, Japan**,
- Third was **post live event survey in Ranchi, Bareilly, Delhi and Mumbai, India**,
- Forth was **combined data analysis and interpretation of Ranchi, Bareilly, Delhi and Mumbai, India**,
- Fifth was **open-ended questionnaire survey through email**,
- Sixth part was **semi-experimental study through whatsapp survey**, and
- Seventh was **rhetorical analysis of international seminar held in Hiroshima, Japan**, keynote speaker was **Prem Rawat** and the researcher was **participant observer**.

8.2.1 Researcher had done *Survey among Youth (Youth and Stress)* to examine youth and their problems which resulted in stress or depression. “A survey is an activity that collects information in an organized and methodical manner about characteristics of interest from some or all units of population using well-defined concepts, methods

⁷⁰ https://www.researchgate.net/post/What_is_triangulation_of_data_in_qualitative_research_Is_it_a_method_of_validating_the_information_collected_through_various_methods. Accessed October 21, 2019.

and procedures, and compiles such information into a useful summary form.”⁷¹ The study was both qualitative and quantitative analysis.

Unit of Analysis	Higher education students age between 18 to 35 years
Sampling Technique	Convenience Sampling “Used to create sample as per ease of access, readiness to be a part of the sample, availability at a given time slot or any other practical specifications of a particular element” ⁷²
Selected Sample	50 respondents
Duration of Study	June 2018 to August 2018
Universe of the Study	Students of Babasaheb Bhimrao Ambedkar University, Lucknow, Uttar Pradesh, India
Primary Data	Through Questionnaire “The questionnaire is the main instrument for collecting data in survey research. Basically, it is a set of standardized questions, often called <i>items</i> , which follow a fixed scheme in order to collect individual data about one or more specific topics.” ⁷³
Secondary Data	The secondary data includes books, magazines, journals, periodicals and different websites.

⁷¹ Nawathe, Sutar. Manisha, S. *Essential of Research Methodology Methods Tools and Techniques*. Jaipur: Vital Publication, 2004. 58.

⁷² <https://www.questionpro.com/blog/convenience-sampling/>. Accessed October 21, 2019.

⁷³ <https://methods.sagepub.com/reference/encyclopedia-of-survey-research-methods/n424.xml>. Accessed October 21, 2019.

Sampling Design is “The sample is a part of a population or universe, and method of selecting a sample is called sampling design.”⁷⁴

Data Collection is “The reasons for choosing particular data collection and analysis methods are always determined by the nature of what you want to find out, and the particular characteristics of your research problem, and the specific sources of information.”⁷⁵

Secondary and Primary data is “Secondary data is the information that has been gathered not for the immediate study but for some other purpose. Primary data is the information that has been collected specifically for the purpose of Investigation at hand.”⁷⁶

8.2.2 Researcher had done *post international seminar survey in Hiroshima, Japan*, it was both qualitative and quantitative analysis.

Unit of Analysis	Young individual age between 14 to 35 years
Sampling Technique	<p>Purposive Sampling and Observation</p> <p>Purposive Sampling is “Started with a purpose in mind and the sample includes only those people who fulfill the purpose and excludes those who do not fulfill the purpose.”⁷⁷</p> <p>“The observation is systematically plan and it is considered as scientific tool for primary data collection.”⁷⁸</p>
Selected Sample	23 respondents

⁷⁴ Rao, Nageswara G. *Research Methodology and Quantitative Methods*. Hyderabad: B.S. Publication, 2012. 23.

⁷⁵ William, Nicholas. *Your Research Project (2nd Edition)*. New Delhi: Vistaar Publication, 2009. 270.

⁷⁶ Gupta K. Shashi. Rangi Praneet Dr. *Research Methodology Methods Tools and Techniques*. New Delhi: Kalyani Publishers, 2010. 71.

⁷⁷ Ramamurthy, C G. Solutions Ins. Learning Kogent. *Research Methodology*. New Delhi: Dreamtech Press, 2014. 92.

⁷⁸ Upagade, Vijay Dr. Shende, Arvind Dr. *Research Methodology*. New Delhi: S. Chand and Company Private Limited, 2014. 52.

Duration of Study	13 th October, 2018
Universe of the Study	Participants who attended International Seminar held in International Conference Center Hiroshima, Japan
Primary Data	Through Questionnaire and Discussion
Secondary Data	The secondary data includes social media, new media and literature from Prem Rawat's books and magazines.

8.2.3 Researcher had done *post live event survey in Ranchi, Bareilly, Delhi and Mumbai, India*, It was both qualitative and quantitative analysis.

Unit of Analysis	Young individual age between 14 to 35 years
Sampling Technique	Purposive Sampling
Selected Sample	194 respondents which included respondents from Ranchi – 56, Bareilly – 59, Delhi – 51 and Mumbai - 28
Duration of Study	Prem Rawat Live events held in Ranchi – 25 th November, 2018, Bareilly - 2 nd December, 2018, Delhi – 9 th December, 2018 and Mumbai – 16 th December, 2018
Universe of the Study	Participants who attended live event of Prem Rawat in Ranchi, Jharkhand, Bareilly, Uttar Pradesh, Delhi and Mumbai, Maharashtra, India
Primary Data	Through Interview Schedule and Telephonic Interview “An interview schedule is basically a list containing a set of structured questions that have been prepared, to serve as a guide for interviewers, researchers and investigators

	<p>in collecting information or data about a specific topic or issue.”⁷⁹</p> <p>Telephone interview is a “data collection method when the interviewer communicates with the respondent on the telephone in accordance with the prepared questionnaire. Usually, standardized questionnaires with closed-ended questions are recommended for this kind of questioning.”⁸⁰</p>
Secondary Data	<p>The secondary data included books, magazines, journals, Information Centers of Raj Vidya Kender, periodicals, social media, new media and literature from Prem Rawat’s books and magazines.</p>

8.2.4 Researcher had done *open-ended questionnaire survey through email*, and it was qualitative analysis. “Mail Survey is a data collection method in which questionnaires are mailed to potential respondents who in turn fill and return them at their convenience.”⁸¹

Unit of Analysis	Young individual age between 14 to 35 years
Sampling Technique	<p>Purposive Sampling and Snowball Sampling</p> <p>“Snowball sampling refers to a non - probability in which snowball effect occurs as referrals increase.”⁸²</p>

⁷⁹ <https://www.cleverism.com/interview-schedule-definition-types-templates-tips/>. Accessed October 21, 2019.

⁸⁰ https://www.spinter.lt/site/en/vidinis_noslide/vidmenu/telephone-interviews. Accessed September 11, 2019.

⁸¹ Panneerselvam, R. *Research Methodology*. New Delhi: PHI Learning Private Limited, 2011. 22.

⁸² Ramamurthy, C G. Solutions Ins. Learning Kogent. *Research Methodology*. New Delhi: Dreamtech Press, 2014. 92.

Selected Sample	Questionnaire was sent to 30 respondents who were selected but 20 respondents were reverted.
Duration of Study	January, 2019 to April, 2019
Universe of the Study	Young individuals who listen to Prem Rawat messages frequently
Primary Data	Open-ended Questionnaire through Email Open-ended questions are “defined as free-form survey questions that allows a respondent to answer in open text format such that they can answer based on their complete knowledge, feeling, and understanding. This means that response to this question is not limited to a set of options.” ⁸³
Secondary Data	The secondary data included social media, YouTube, books, magazines, journals, newspapers, periodicals, and literature from Prem Rawat’s books and magazines.

8.2.5 Researcher had employed *semi-experimental study through whatsapp survey*, method and it was both qualitative and quantitative analysis. “Experimental studies are ones where researchers introduce an intervention and study the effects. Experimental studies are usually randomized, meaning the subjects are grouped by chance.”⁸⁴

⁸³ <https://www.questionpro.com/blog/what-are-open-ended-questions/>. Accessed October 21, 2019.

⁸⁴ <https://www.iwh.on.ca/what-researchers-mean-by/observational-vs-experimental-studies>. Accessed October 21, 2019.

Unit of Analysis	Young individual age between 14 to 35 years
Sampling Technique	<p>Random Sampling</p> <p>Random sampling is a “part of the sampling technique in which each sample has an equal probability of being chosen. A sample chosen randomly is meant to be an unbiased representation of the total population.”⁸⁵</p>
Selected Sample	<p>61 Respondents / Participants</p> <p>The researcher selected 100 respondents of age between 14 to 35 years and who did not listen to Prem Rawat’s motivational videos. The researcher selected sample from her mobile contacts list through random sampling.</p> <p>The researcher selected 5 video clips of Prem Rawat messages, maximum duration of the videos were not more than 8 minutes and each day researcher sent 1 video clip to 100 respondents / participants, and out of 100 only 61 respondents / participants had shared their views after listening to it, the process was completed after listening to 5 video clips for five days and then the researcher had sent closed-ended questionnaire to the same 61 respondents / participants who responded after watching the 5 video clips of Prem Rawat message sent by the researcher.</p>
Duration of study	February, 2019 to May, 2019

⁸⁵ <https://economictimes.indiatimes.com/definition/random-sampling>. Accessed October 21, 2019.

Universe of the study	Young individuals who did not get any exposure to listen to Prem Rawat message earlier and were in my contacts list.
Primary Data	Closed-ended Questionnaire through Whatsapp “Closed-ended questions come in a multitude of forms, but are defined by their need to have explicit options for a respondent to select from.” ⁸⁶
Secondary Data	The secondary data included YouTube, social media, books, magazines, journals, newspapers, periodicals and literature from Prem Rawat’s books and magazines.

8.2.5.1 Five Days Video Clips Script

Five Days Video Clips Scripts of experimental study are as follows with each video’s time duration :

8.2.5.1.1 First Day Video Clip Script

Duration : 4 Minutes 53 Seconds

Question (Anchor) :

Humaare bahut saare darshak bahut saare logon ke savaal hum tak pahunche aur ek bahut hee achchha sa savaal unaka hai ki main santulit jeevan jee raha hoon apane sabhee kaam aur jimmedaariyon ko poora karata hoon aur isliye main khush rahata hoon, kya abhee bhee kuchh aisa hai jo main nahin praapt kar pa raha hoon?

⁸⁶ <https://www.questionpro.com/close-ended-questions.html>. Accessed October 21, 2019.

Prem Rawat Answer :

Haan, Sukaraat ka naam sabne suna hain Socrates, unhone ek baat kahi ki tum khush nhi hoge, agar tumko wo na mile ki jo tum chahte ho, phir wo kahte hain ki tum khush nhi hoge agar wo mile tumko jisko tum nhi chahte aur unka phir kahna hain ki agar tumko wo bhi mile jo tum chahte ho par tum usko hamesha us tarah se rakh nahi paoge kyuki wo badlega aur tum usko badlna nhi chahte ho. Tum chahte ho ki sara kuch waisa hi rahe jaisa tum chahte ho aur wo waisa rahega nahi, kyunki prakriti hain har ek chiz badalti hain. Hum ghar banatein hain aur achcha banatein hain, hum chahtein hain ki wo achcha rahein, bhukamp aata hain makan gir jata hai, ab baat yah hain ki bhukamp ke karan log marnein hain yaa ghar girne ke karan log marnein hain, bhukamp ke karan koi nahi marta hain yah to praakriti ki ek chiz hain, plates hai... tectonic plates hai aur wo subduction abduction ke upar lagi hui hain aur wo hilati hain aur bhukamp aata hain aur wo sadiyon se chalta araha hain, parantu jab hum wahan koi chiz bana dete hain, wo girega aur agar bhukamp aayega to wo girega usme parivartan aayega, wah makan hamesha nahi rahega. Isi prakar hum samajhte hain ki jo kuch hamare aaspaas hain sab yah waise ka waisa hi bana rahe jaisa hum chahtein hain to hum khush hain, humko santulan hain hum khush hain, parantu observation ye hai, dekhne walon ne ye kaha hai ki aaisa humesha rahega nahi, tum bhi jaise ho tum bhi waise rahoge nahi. To is saari badalti hui chiz mein, kya humne apne jivan ka jo santulan banaya hua hain wo is prakar banaya hua hain ki jab ye chizen badle tab bhi mai waise hi rahunga? Ya in pe itna nirbhar karta hun mai ki agar yah bigdega to mera santulan bhi gaya? To ye baat hai, ab achchi baat hai, agar jivan aapka achcha chal raha hai to badi achchi baat hain, parantu ek baat yah bhi hoti hai ki agar main register me jaau to mere ko apne saath paani le jana bohot jaruri hai, kyun? kyunki register

ki praakriti hai ki wahan paani nahi milega. To agar chizen badlengi to iske liye aapne kya kiya hain ki chizen badle nahi? Aapka apne aap ko jaanna itna jaruri ban jata hain ki agar jis chizon ki agar humko pyaas hain, jin chizon ki humko bhukh hai, wo agar pahle se hi humare andar hain aur humara jivan hum par nirbhar nahi hain kisi aur chiz apr nirbhar hain, to phir kuch na kuch garbar jarur hoga kyunki wah chizen badalegi aur tum badalna nahi chahte ho. Aur phir tanaav paida hoga, wo santulan bana nahi rahega, parantu jo apne andar us chiz ko pahchan leta hain ki meri khushi mere se chaalu hoti hai kisi aur se nahi mere se chaalu hai, aur wo naam hai aatmgyaan, apne aap ko jaano. Socrates ne bhi yahi kaha hain sant mahatmaau ne bhi kaha hai mrig naabhi kundal base mrig dhunde wan maahi, aaise ghat ghat bramh hai duniya jaanat naahi. Jiu til mahi tel hain jiu chakmak me aag, tera saai tujh me jaag saken to jaag. To ye saari chizen hamare me to hai parantu hum nahi jaantein hain isliye unhone ye kaha hai ki apne aap ko jaano.

8.2.5.1.2 Second Day Video Clip Script

Duration : 2 Minutes 7 Seconds

Question (Student) :

Hello sir, at present my basic concern is about my job and career and I know there is so much of pressure in this race ahead, then how can one have peace in life with so much of pressure?

Prem Rawat Answer :

Well ! the pressure is only going to get worst, is not going to get better. Yaad hain aapko pahli kaksha aur usme pressure badhte gaya, dusree me kam hua? Teesri me? chuthi me? Paachvi? Chatvi? Saatvi? Badhta rahta hain... badhta rahta hain...

badhta rahta hain... badhta rahta hain... aur duniya yah kahti rahti hai ki jab tum successful ho jaaoge tab ghataga. Par aap kisi bhi successful aadmi se pooch lijiye uska pressure aaj tak kam nahi hua hain. So if pressure in this life is a fact in the way we live then peace is invaluable to have. Kyuki agar shaanti nahi hain to ye railgaari bina tax ke chal rahi hai, ye jahaaj bina rudder ke paani me ja raha hain, aur shaanti ki to aur jarurat padh jaati hain kyunki yah jo ladai ladh rahen hain hum is duniya ke saath ye kabhi khatm nahi hogi yah ant samay tak chalti rahegi.

8.2.5.1.3 Third Day Video Clip Script

Duration : 7 Minutes 26 Seconds

Introduction of Shree Ram College of Commerce :

'From darkness lead me to light' ye moto hai delhi vishwavidhayalaya ke pramukh college me se ek shree ram college of commerce ka. Saal 1926 me isthapit ye college Bharat me commerce aur economics ki uchh shiksha ka sabse aadarniya sansthan hai. College me students ko alag alag activities, workshops, engagement programs aur events ke zariye apne academics ke sath sath overall self development ka mauka bhi milta hai. 26 October, saal 2017 ko yaha students union dwara ek event organize kiya gaya hai 'Understanding the business of life'. Is event ke keynote speaker the international ambassador of peace Shri Prem Rawat jo pichle 51 saalon se bhi aadhik samay se logon ko life ko peaceful tarike se jeene ke liye prerit kar rahe hai. Is event me students ko life aur success ke bare me ek alag nazariya jaanne ko mila aur sath hi unhone Prem Rawat ji se kuch sawal puch kr apne doubts bhi clear kiye.

Prem Rawat Answer :

Yaha jo students hain wo chahtein hain ki, har ek universities mein jo students hai wo chahte hain ki khub padhein – likhein pass ho, kisi tarike se pass ho jayen. Aur maine jo kaha padhein likhein hain wo baat alag hain matlab unka objective padhne likhne mein nahi hai unka objective hain pass hone me. Kyuki kai baar us jawani me ye hota hai ki hum ye karenge, kai baar us jawani mein ye hota hai ki hum wo karenge, hum yaha jaaenge hum wahan jayenge, yah karenge wah karenge. Aur jab samay aata hain test ka to dil dhadhakne lagta hai aur kya kahate hai? Phir sab jaate hain kis chiz ke darshan karne ke liye? Results ke darshan karne ke liye aur swaas rokkar ke result ko dekhte hain. Main pass hua? Nahi hua? Hua? Nahi hua? Hua? Nahi hua? Hua? Nahi hua? Aur ho jaye to wah wah aur nahi hue to? Aur agar marks jyada mil gye to naukari pakki. To aapke plan me to ye hain ki khub mahnat karenge pass ho jaayenge, achche number mil jayenge phir naukari ho jayegi, phir wah wah! But reality kuch aur hain, jab aap naukari mein jaayenge to waha aapke teacher nahi honge waha honge aapke boss. Aur aapne math class me suna hoga ki, 100% hota hain na... 100% is 100%. Par aapko aapka boss aapko nai math sikhayenge ki humko 150% chahiye. Ab 150% kaha se laayenge aap? Par laani padegi kyunki wo kahenge ki ek tum... tum jyada koshish hi nahi kar rahe ho aur karo. Achcha plan kya tha? Ab karenge koshish aur tab hogi wah wah aur hoga kya? Yaha bhi koshish ki waha bhi koshish ki. Phir thoda thoda aage badhenge phir aapke jivan me ek aur boss aayega. Agar aap male hai to aapke jivan me ek female boss aayegi aur agar aap female hain to aapke jivan me ek male boss aayenge. Wo wah boss alag hai jo office me hain, ab ye dusre boss bhi aagye hain aur wo bhi kya kahenge? Relationship pe dhyan do isme bhi 200% chahiye. Abhi math me chahiye tha 100%, abhi 200% ki baat ho rahi hain. Uske baad agar thoda aur aage

challenge to ek aur boss aayenge aur wo hai chote boss, jo chote boss aayenge aapke, unka alag demand hai wo aapko sone nahi denge raat ko, jab unki marzi aayegi wo demand karenge aur aap apne dusre boss se kahenge ki darling mere ko to subah uth kar office jana hain. Mai kaise uth kar diaper change karun? To dusre boss kahenge mere ko neend aa rahi hain tumhi karo aur isme jo teesra boss hai chote boss, wo chillayenge aur aapko kuch na kuch karna padega. Phir subere uthenge aap aur aap number one boss ke pass pahuchenge aur aaise bosson ke beech mein... bosson ke beech mein... bosson ke beech mein ladte rahenge. Aur phir aapke zindagi mein aayenga ek chautha boss, jaante hain kaun hai wo? Uske bohot naam hain, use greenripper bhi kahte hai, use yamraaj bhi kahte hain, aur wo boss aayega aur wo kahega ki mai tumhe 100% le jaunga. Aur tab manushya kahega abhi maine yah nahi kiya, abhi maine wah nahi kiya, abhi to mai jawan hun, abhi to yah hai abhi to wah hai, abhi to maine iska maza nahi liya abhi to maine uska maza nahi liya, meri zindagi me maine ye nahi kiya, ab kya hoga... ab kya hoga... ab kya hoga... ab kya hoga... Sochiye aap ki yah jaante hue ki ek din aapko jana hai, aap jee kaise rahe hai? Jaise aap kabhi nahi jaayenge. Agar aap 100 saal bhi jiye to uske kitne din bane hai? 36,500 days sirf. Hundred thousand nhi, sirf 36,500. Kya aap... aapne apne jivan me wah santulan bana liya hai jo banna chahiye? Kya aapne apne jivan me us chiz ko samajh liya hai jisko samajhna chahiye? Kya aapne us shaanti ko apna liya hai jis shaanti ko apnana chahiye? Kya aapke jivan ke andar root cause humanity hai ya ambition hai? Aap kis chiz ke liye jeetein hain?

8.2.5.1.4 Forth Day Video Clip Script

Duration : 2 Minutes 7 Seconds

Question (Anchor) :

Humaare desh me balki duniya me is waqt duniya ki baat kam karenge yaha karenge. Itne jhagre khade ho gye hain jisme ki mazhab hai religious hai social hai cultural hai linguistics hai. Ab aajkal ek jhagra controversial hai, mai unki baat na karna chahunga ki maans khana chahiye ki na khana chahiye? Is kism ki kisse jab aap sunte hain to aapko kya krodh kabhi hota hai? Afsos hota hain?

Prem Rawat Answer :

Afsos hota hai... afsos hota hai. Kyunki manushya ko life me vishwas karna chahiye, life ko janna chahiye na ki lifestyle. Aur humlog pata nahi kis karan lifestyle me lag gye hain aur life ko chod diye hai. Life has been abundant. Life ko chod diya hai, life kaha? Life naam ki jo chiz hai, wo kaha ghaas char rahi hai? Kisi ko nahi maloom. Par lifestyle... lifestyle... lifestyle... lifestyle... Aapne yah pahna hua hai aapne wah pahna hua hai, aap is dharm ke hai aap us dharm ke hai. Ye saare lifestyles me lag gye hai log aur life ko bhool gye. Aur life to main chiz hai lifestyle to badalti rahti hai. Ab log hain is sansaar ke andar, jo vegetarian hai bohot hi achche log hai, aur aise bhi log hai jo vegetarian nahi hai, aur wo bhi achche log hain. Achchai ko bhool gye, lifestyle kya hain aadmi ki? Is par lag gye. Arreee lifestyle ko maaro goli, isme kuch nahi rakha hai yah to badalti rahegi, jo main chiz hai wah hai life... life ki respect karni chahiye lifestyle ki nahi, lifestyle to badlti rahti hai.

8.2.5.1.5 Fifth Day Video Clip Script

Duration : 2 Minutes 48 Seconds

Question (Anchor) :

Aapke jo parables hai jo chote – chote hisson se aap logon ko samjhaane ki koshish karte hai, ye jo parables me jo baat karne ka jo tarika hai jo ki biblical bhi hai, jo ki aksar mazhabon me bhi istemaal hua hai. Agar aap is waqt Paris me hon jaha pe aatang ka istna bada hissa hua hai, ya Bayreuth me ho ya Baghdad me hon. To aap agar logon ko samjhane ki koshish kare, to kis kism ke parables aapke saamne aayenge? Aap unse kya kahenge? Aapko farz kariye ki bazz mil gaya hai aap Paris me hai, aap kya kahenge logon se?

Prem Rawat Answer :

Sabse pahle to mai apna shok jataunga kyunki jo unke saath hua hai wo kisi ke sath nahi hona chahiye. Jo America me hua hai wo kisi ke sath nahi hona chahiye. Aur mai 9 / 11 ki baat kar raha hun, wo kisi ke sath nahi hona chahiye. Mere ko achchi tarike se yaad hai ki mai kamre se gujar rah tha mera beta dekh raha tha television, to maine dekha usko to maine kaha kaun si movie dekh rahe ho tum? Usne kaha nahi dad ye movie nahi hai. Maine kaha kya ye movie nhi hai ye news hai? Maine kaha ki ho nahi sakta ki aaisa ho? To usne kaha nhi nhi ye ho rha hai. Tab mai apne office gaya, TV chalu kiya aur dekhna shuru kiya, I was shocked! Aur yahi ye jo chiz hai ek to mai prakat karna chahunga, dukh jo hai mere ko dukh hua. Kyu dukh hua? Ye mere sath nahi hua parantu un logon ke sath hua jo manushya hai. Aur sabse dukh ki baat ye hai ki manushyon ne ye kiya hai aur kisi ne nahi. Manushyu ne... manushya to apni maanavta ko bhool chuken hai. Ab maanavta ko agar manushya bhulne lage to kya rah jayega? Matlab kaun hai wo? Aur jab tak manushya apni maanavta ko nahi samjhega aur yahi saari chizen hai jo lag jaate

hai log. Aap manushya nahi hai. Super hero hona chahiye, ye hona chahiye wo hona chahiye. Par manushya super hero hai, sabse bada hero manushya hai.

8.3 Use of Statistical Tools

8.3.1 Data Analysis

For the graphical presentation of data analysis, the researcher took following tools :

- i.** Pie Chart
- ii.** Bar Graph and
- iii.** Table Presentation

8.3.2 Software Used

The researcher used following software :

- i.** Word Document and
- ii.** Microsoft Excel

8.3.3 Mathematical Techniques

- i.** Percentage Method
- ii.** Pie Charts and
- iii.** Bar Graphs

8.4 Summary of the Chapter

Research methodology chapter is the backbone of the study, without methodology the study is nothing. It discusses about research design which has included sampling design, different methods, primary and secondary data, statistical tools for interpreting and analyzing data, and duration of each study. The researcher has used triangulation method and divided it into seven parts for testing reliability. It also employs experimental study, shown five video clips for five days of motivational speaker Prem Rawat and the script of video clips are also available. Surely this chapter will contribute to understand concerning research methodology.



DATA PRESENTATION AND INTERPRETATION



9.1 Introduction

Part One :

Survey among Youth (Youth and Stress)

Youth face many challenges that are unique to recent decades. Industrial, technological and environmental changes have made life both easier and more difficult for today's generation. Many challenges such as domestic problems, excessive use of alcohol, economic instability are the most common causes of stress among youth. One of the major reasons a youngster is submerged in the arms of devil depression is feeling lonely. Everyone is different, so what is stressful for one person may not be for another. Therefore, it's significant to find out if stress affects youngsters.

Objectives

- To understand stress among youngster and how they manage
- To analyze symptoms of stress and its effect in their life
- To explore the role of media in managing stress on youth

9.1.1 Demographic Details

Gender

Figure No. 1

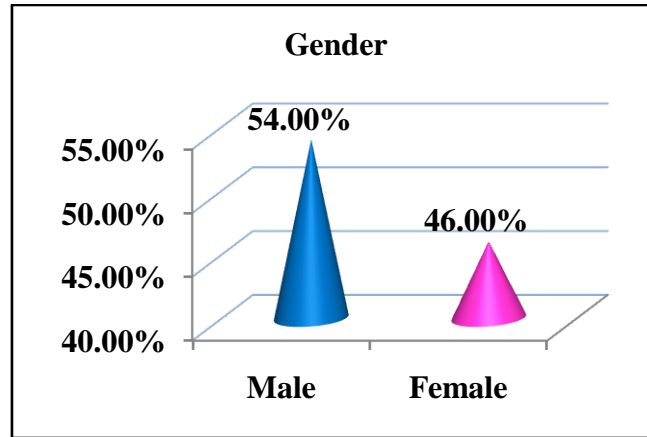


Table No. 1

Gender	Frequency	Percentage
Male	27	54.00%
Female	23	46.00%
Total	50	100.00%

Age Group

Figure No. 2

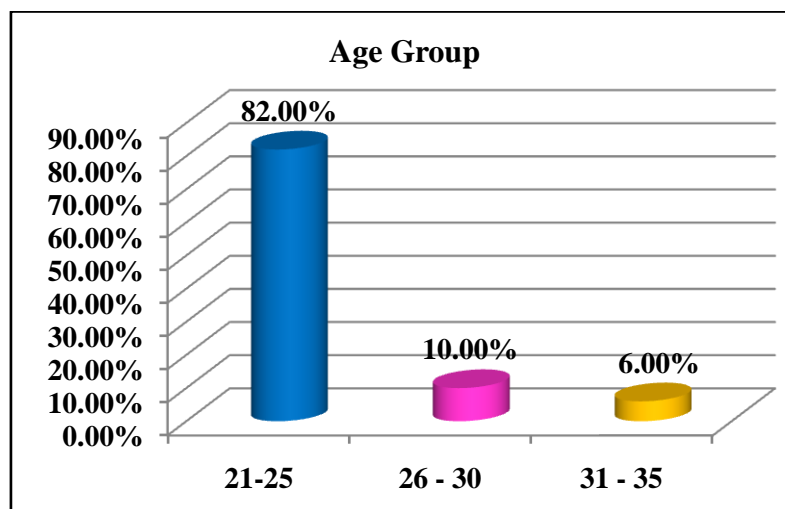


Table No. 2

Age Group	Frequency	Percentage
21-25	41	82.00%
26 - 30	5	10.00%
31 - 35	3	6.00%
Total	49	98.00%

Marital Status

Figure No. 3

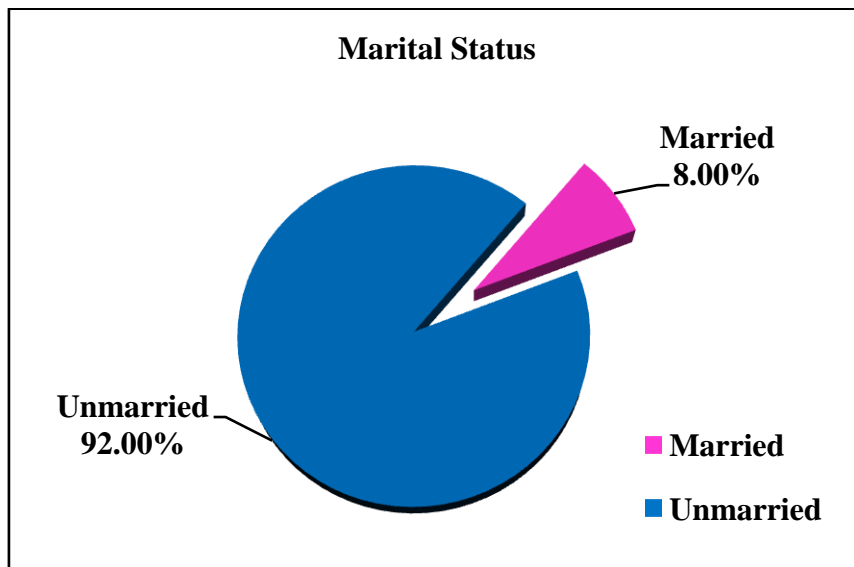


Table No. 3

Marital Status	Frequency	Percentage
Married	4	8.00%
Unmarried	46	92.00%
Total	50	100.00%

Education

Figure No. 4

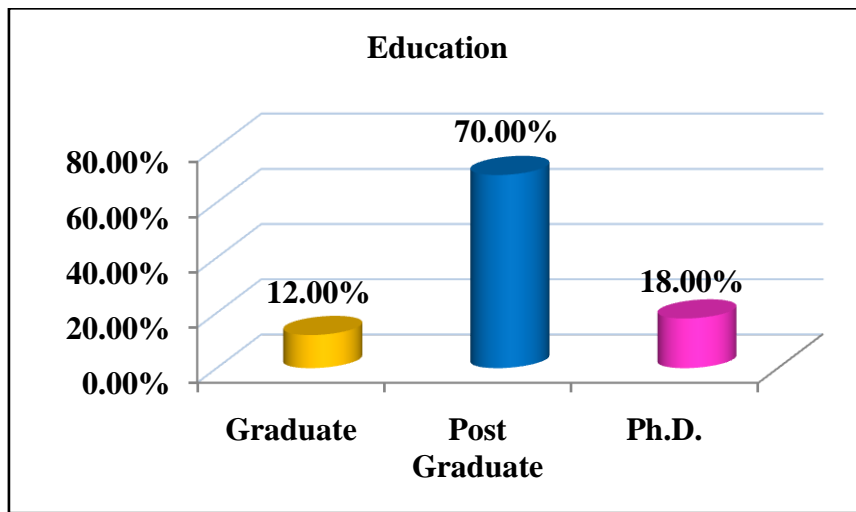


Table No. 4

Education	Frequency	Percentage
Graduate	6	12.00%
Post Graduate	35	70.00%
Ph.D.	9	18.00%
Total	50	100.00%

9.1.2 Data Analysis

Q1. Do you feel stressed sometimes?

Figure No. 5

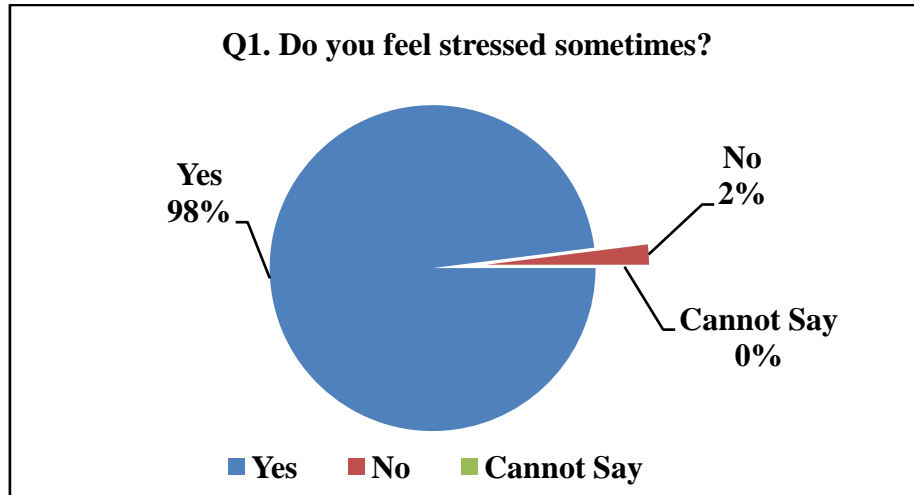


Table No. 5

Q1.	Do you feel stressed sometimes?	Frequency	Percentage
A	Yes	49	98%
B	No	1	2%
C	Cannot Say	0	0%
	Total	50	100%

Inference

According to the figure (f-5) mentioned above it is clear that majority of the respondents (98 percent) chose *Yes* as they feel stressed sometimes and only 2 percent of the respondents said *No* and not a single respondent selected *Cannot Say*.

Q2. Causes of your stress, please tick one or more :

Figure No. 6

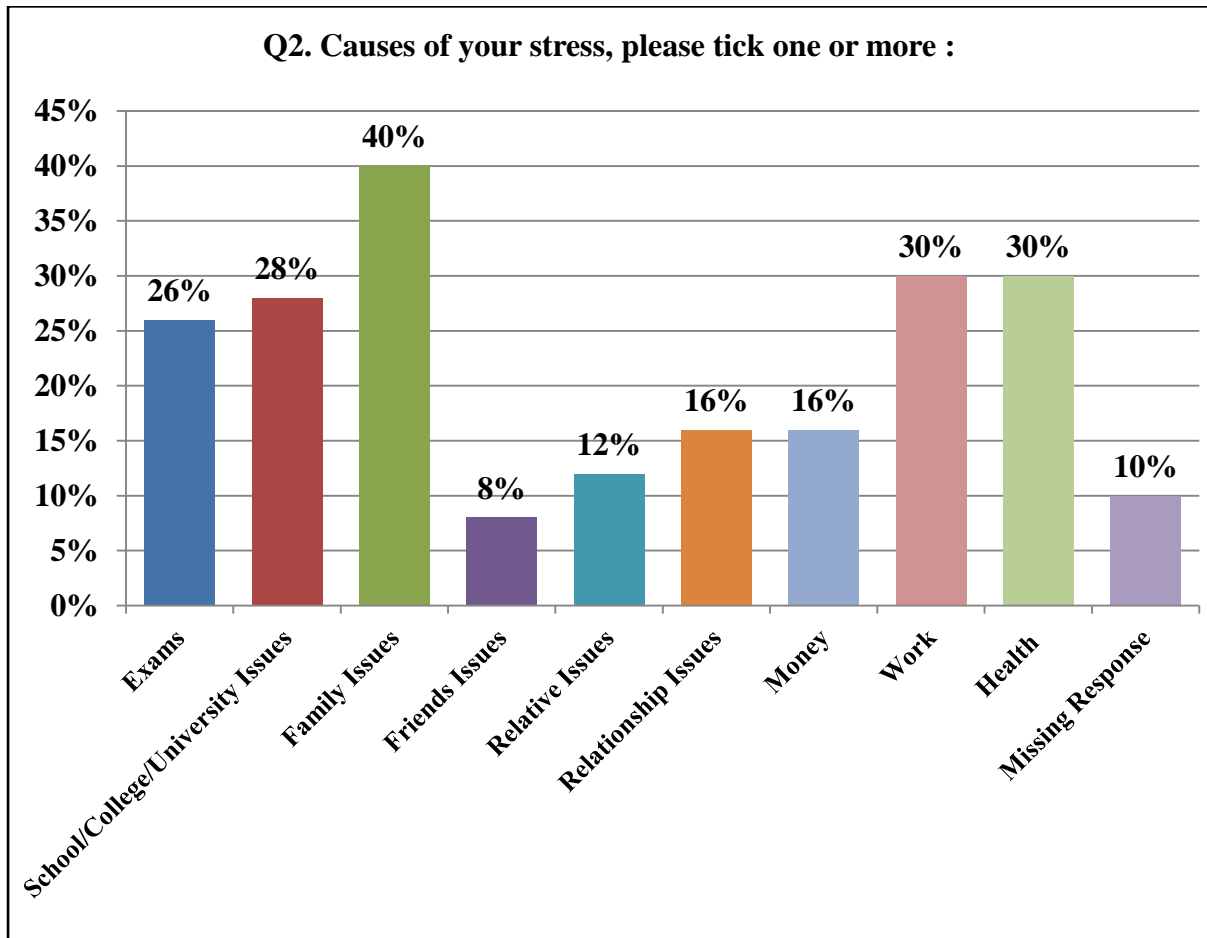


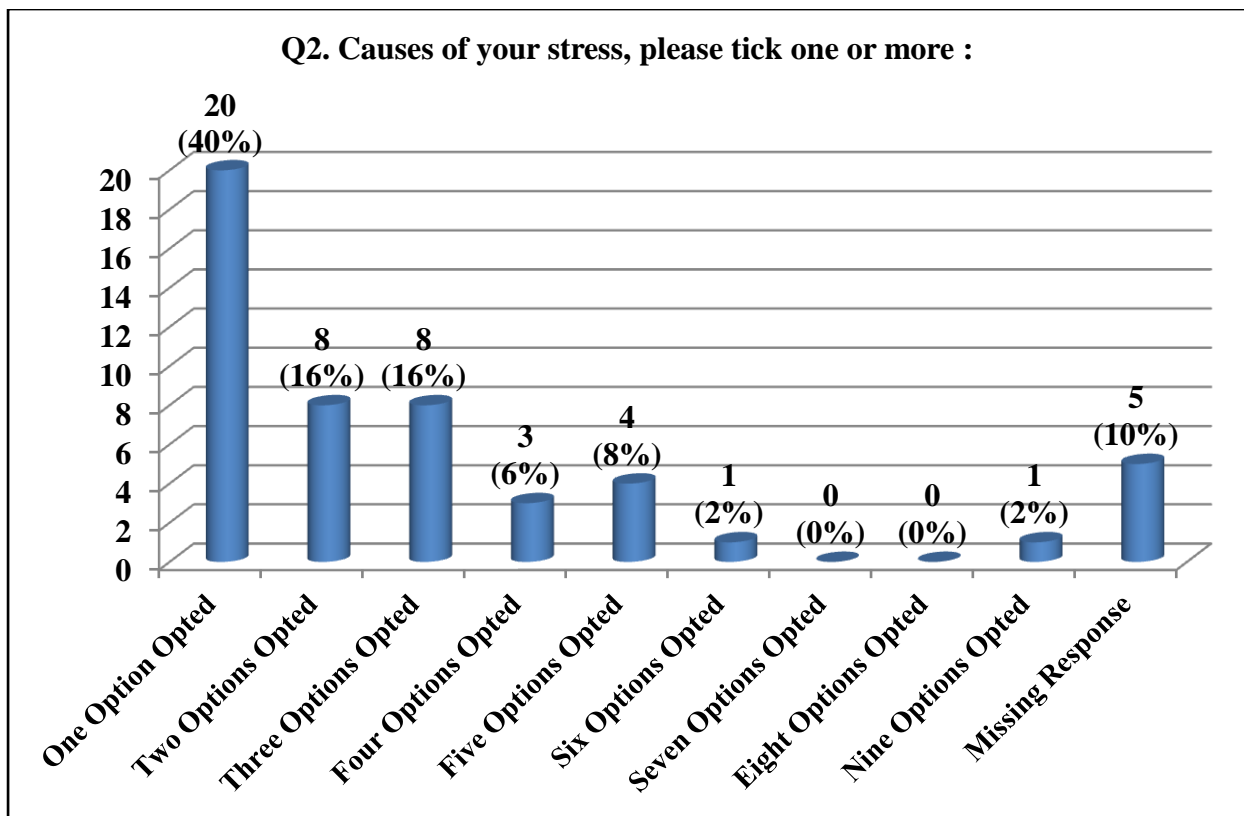
Table No. 6

Q2.	Causes of your stress, please tick one or more	Frequency	Percentage
A	Exams	13	26%
B	School / College / University Issues	14	28%
C	Family Issues	20	40%
D	Friends Issues	4	8%
E	Relative Issues	6	12%
F	Relationship Issues	8	16%
G	Money	8	16%
H	Work	15	30%
I	Health	15	30%
*	Missing Response	5	10%

Inference

Going further, the next question was related to the causes of stress, so, from the above figure it is depicted that the largest number of the respondents (40%) chose *Family Issues*. *Work and Health* were also causes of stress in youngsters, 30 percent of the respondents chose it. *Exams* stress and *School / College / University Issues* were also reasons of stress, (26% and 28% respectively). A very few of the respondents (8%) selected *Friends Issues*. Hence, it is clear that youngsters are facing stress in different ways.

Figure No. 7



Inference

The above figure (f-7) depicts that, since respondents could choose more than one option for the causes of stress, so, 40 percent of the respondents chose one option. 16 percent of the respondents were opted two options opted and same with three options. 8 percent of the respondents preferred five options, 6 percent of the respondents opted four options, six and nine options were opted by 2 percent respondents each.

Q3. How do you manage your stress ?

Figure No. 8

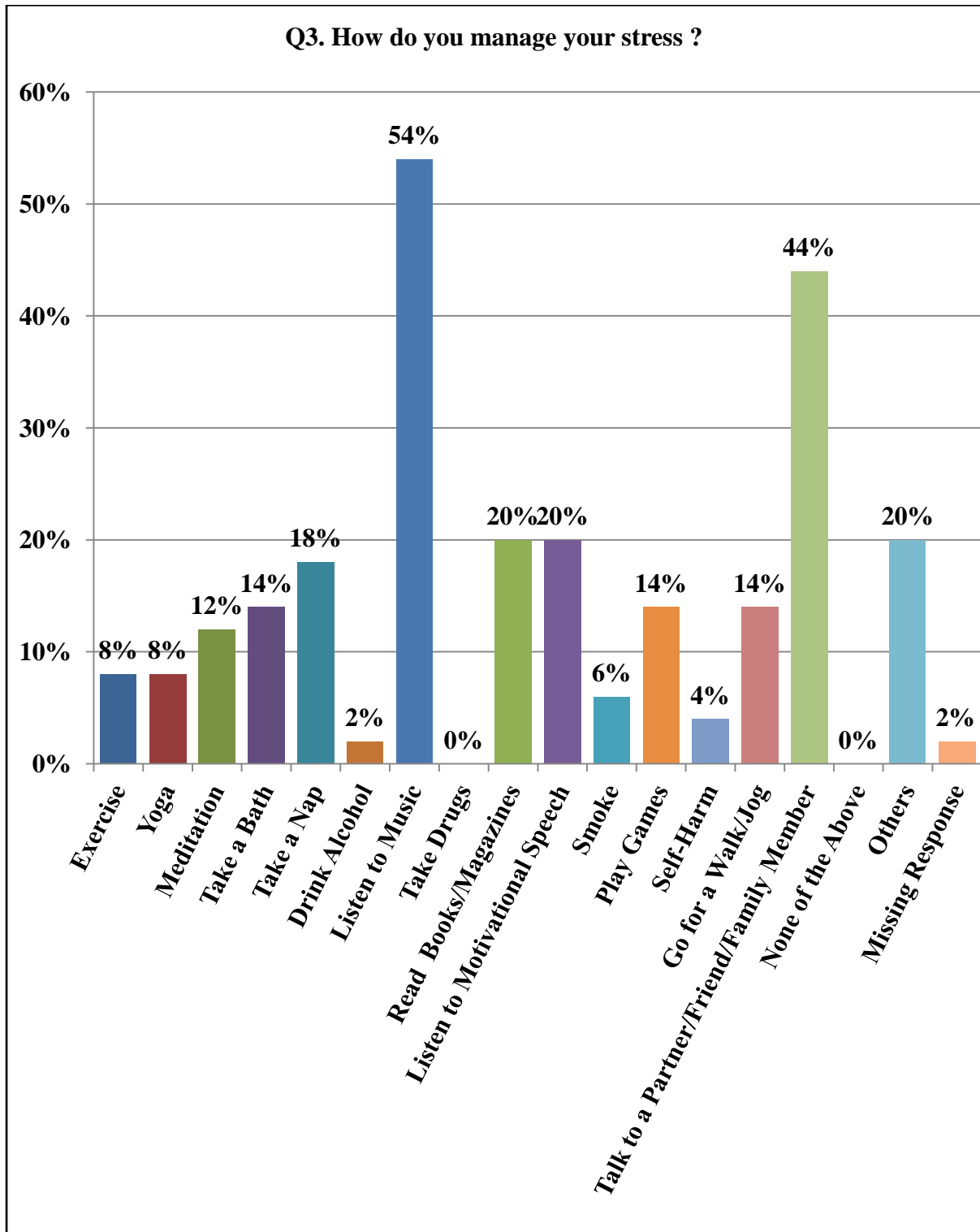


Table No. 7

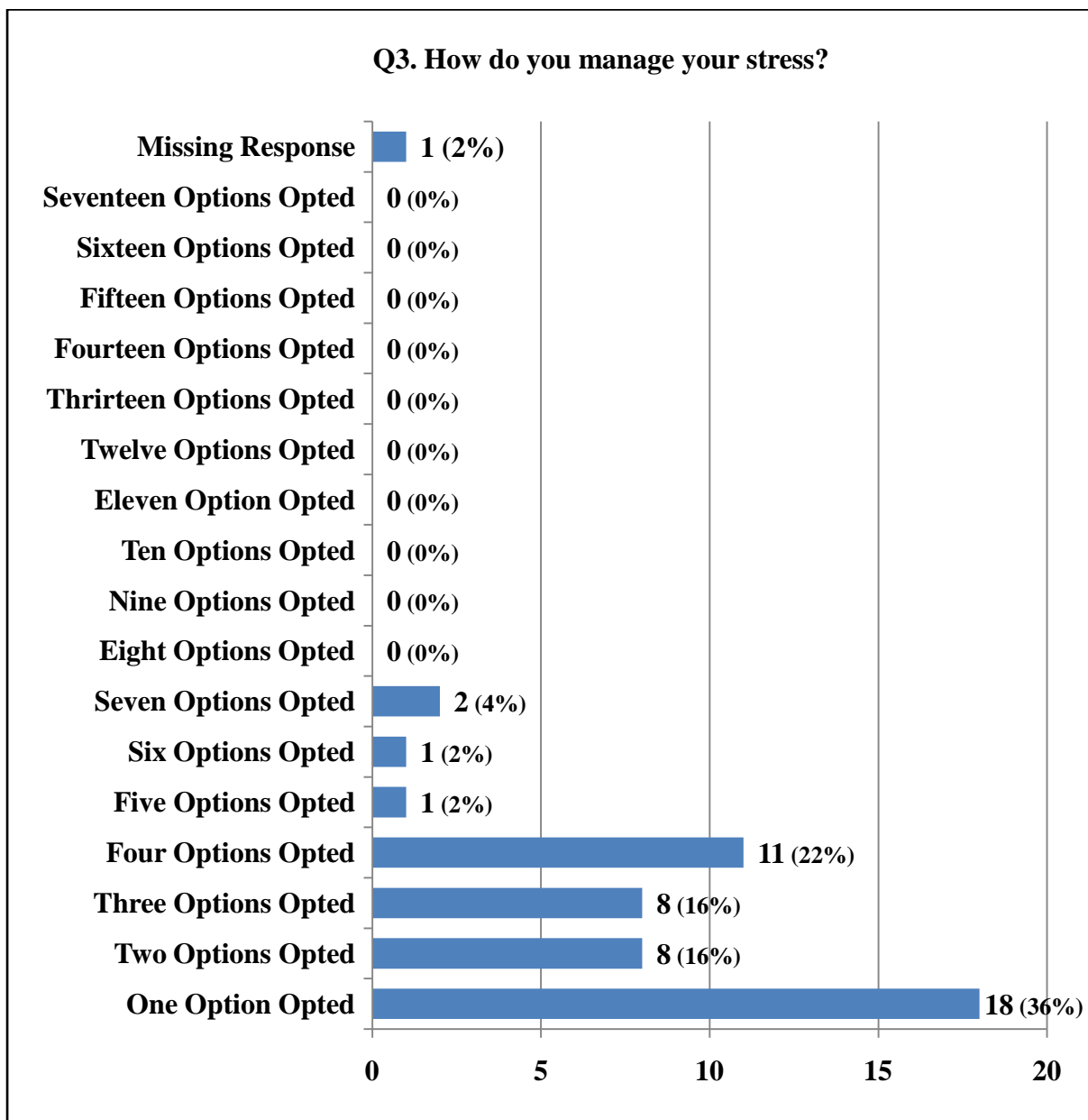
Q3.	How do you manage your stress?	Frequency	Percentage
A	Exercise	4	8%
B	Yoga	4	8%
C	Meditation	6	12%
D	Take a bath	7	14%
E	Take a nap	9	18%
F	Drink alcohol	1	2%
G	Listen to music	27	54%
H	Take drugs	0	0%
I	Read books / magazines	10	20%
J	Listen to motivational speech	10	20%
K	Smoke	3	6%
L	Play games	7	14%
M	Self-harm	2	4%
N	Go for a walk / jog	7	14%
O	Talk to a partner / friend / family member	22	44%
P	None of the above	0	0%
Q	Others	10	20%
*	Missing Response	1	2%

Inference

Above mentioned figure (f-8) and table (t-7) show that majority of the respondents (54%) agreed that *Listening to Music* managed stress and by *Talking to a Partner / Friend / Family Member* help to handle stress (44%). 20 percent of the respondents chose *Reading Books / Magazines* for the same, *Motivational Speeches* also play significant role, 20 percent of the respondents ticked it and 20 percent selected *Others* (going to any trip, living alone for sometimes, writing, eating, dancing, having ice creams / chocos, videos, religious speech, etc). 18 percent of the respondents *Took a Nap* when in stress. 14 percent of the respondents

Took Bath, some respondents Played Games (14%) and a few chose Going for Walk / Jogging (14 percent) to overcome stress. Meditation also helped respondents (12%) to reduce stress level. Yoga and Exercise were adopted by 8 percent each. A very few of the respondents picked Drinking Alcohol, Self Harm (2% and 4% respectively) and none ticked Taking Drug. 6 percent said Smoking could help to manage stress and 2 percent were Missing Responses.

Figure No. 9



Inference

The above figure (f-9) shows that respondents were free to choose more than one option for how they managed stress. Therefore, 36 percent of the respondents chose one option. Two options opted 16 percent of the respondents and same with three options. 22 percent of the respondents opted four options, 4 percent of the respondents opted seven options, 2 percent opted five and six options each.

Q4. Do you become aggressive during stress and tend to take stress out on others?

Figure No. 10

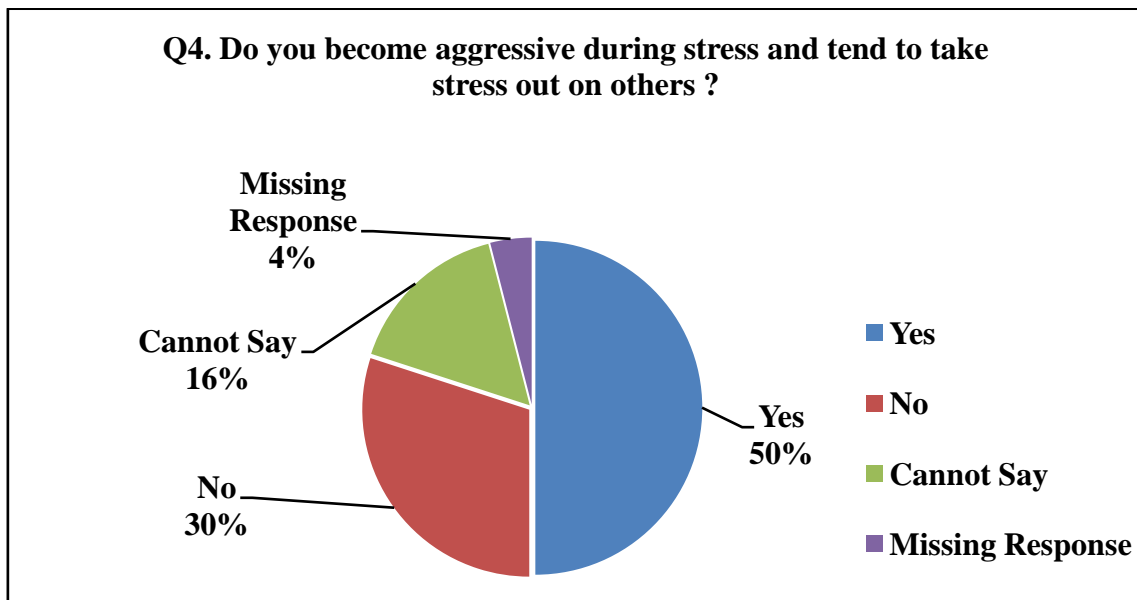


Table No. 8

Q4.	Do you become aggressive during stress and tend to take stress out on others ?	Frequency	Percentage
A	Yes	25	50%
B	No	15	30%
C	Cannot Say	8	16%
*	Missing Response	2	4%
	Total	50	100%

Inference

Asked if, when in stress, they become aggressive and tend to take stress out on others, half of the respondents said *Yes* (50%), 30 percent of the respondents said *No* and rest 16 percent picked *Cannot Say* and 4 percent were *Missing Responses*.

Q5. What type of symptoms do you feel in stress ?

Figure No. 11

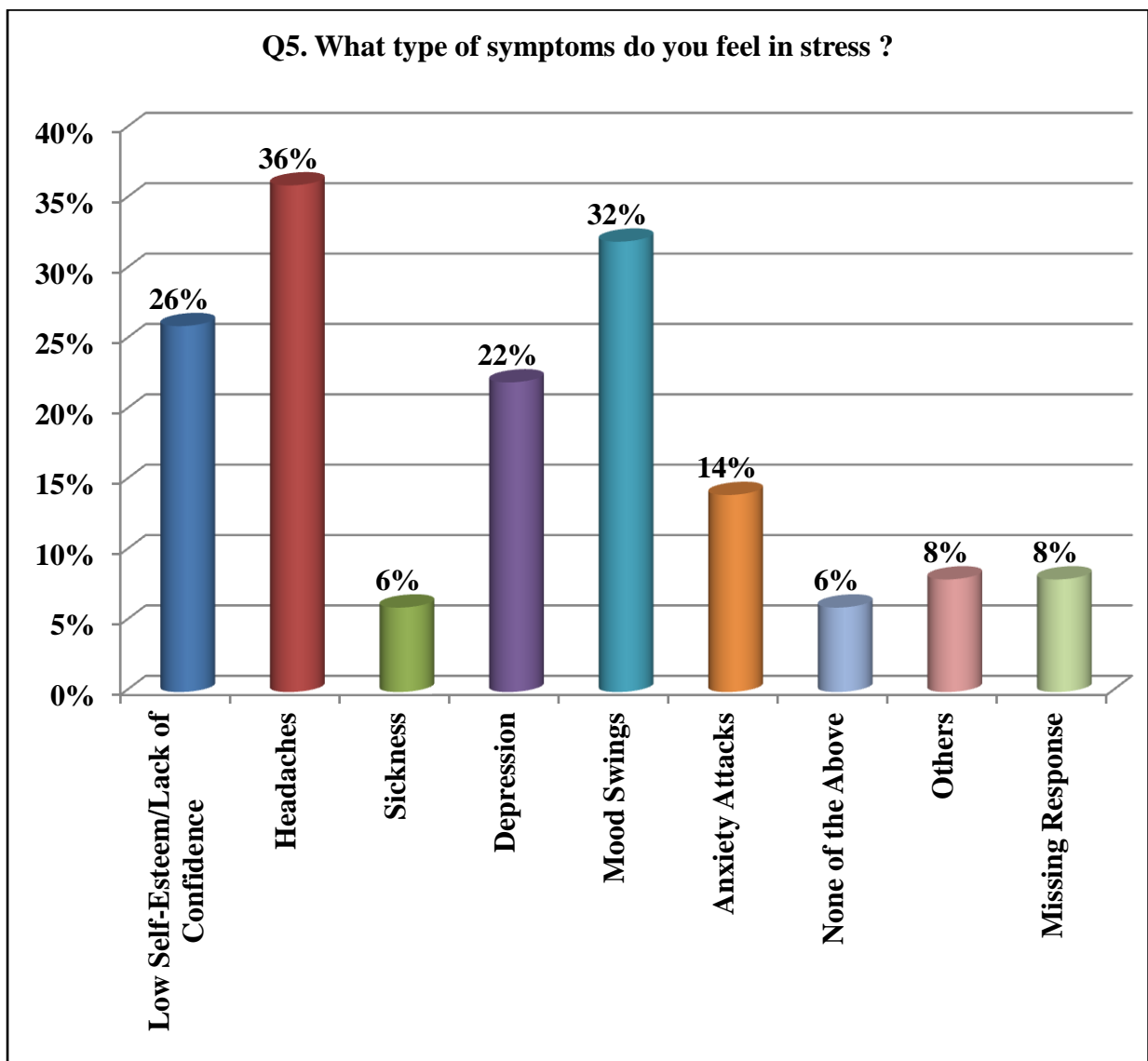


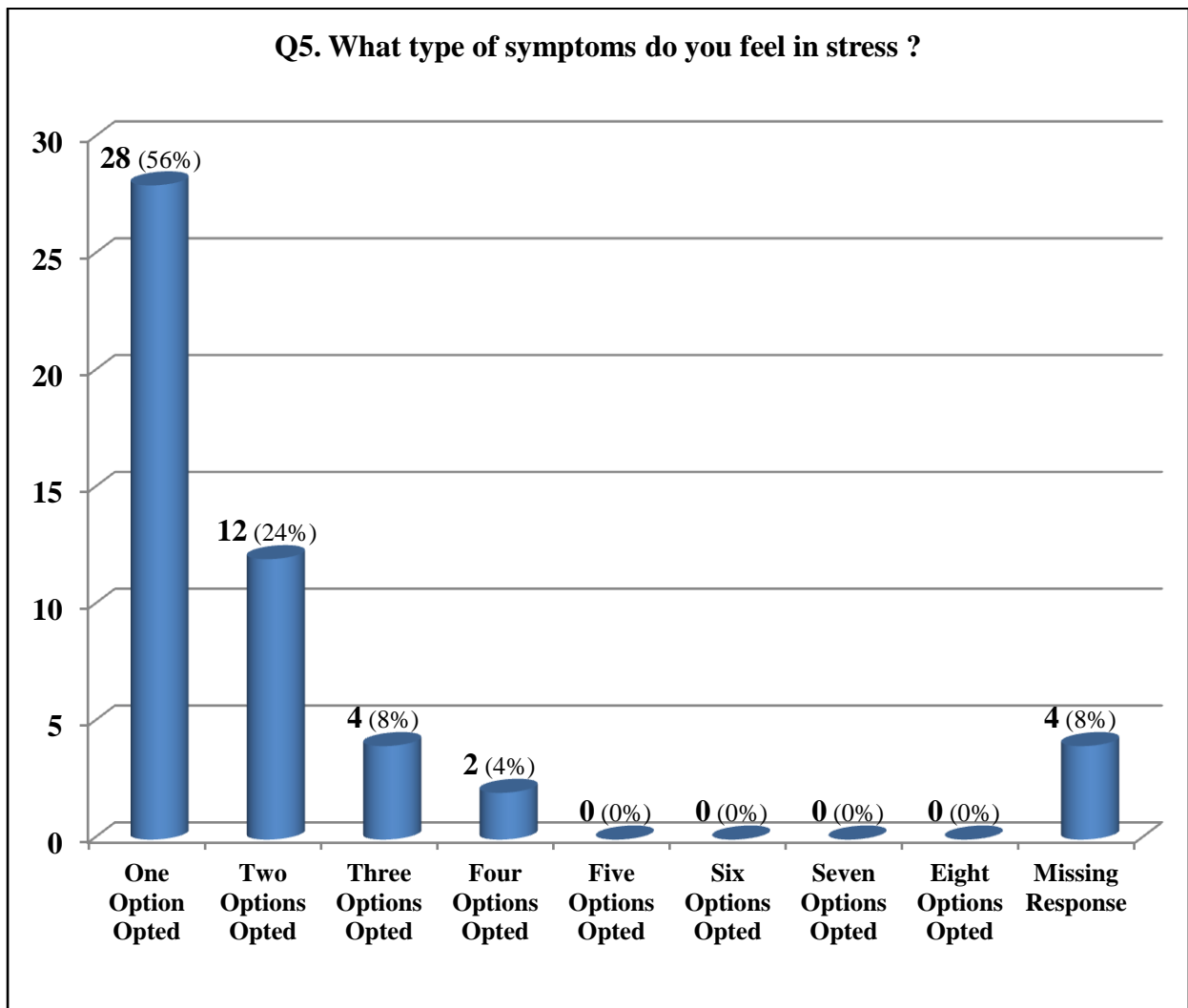
Table No. 9

Q5.	What type of symptoms do you feel in stress?	Frequency	Percentage
A	Low Self-Esteem / Lack of Confidence	13	26%
B	Headaches	18	36%
C	Sickness	3	6%
D	Depression	11	22%
E	Mood Swings	16	32%
F	Anxiety Attacks	7	14%
G	None of the Above	3	6%
H	Others	4	8%
*	Missing Response	4	8%

Inference

The question was based on the types of symptoms respondents felt when in stress, the figure (f-11) shows that most of the respondents having *Headaches* (36%), *Mood Swing* 32 percent and *Low Self-Esteem / Lack of Confidence* 26 percent. Apart from it 22 percent of the respondents picked *Depression*, not only this, *Anxiety* attacks was 14 percent and *Sickness* was picked by 6 percent of the respondents. Few ticked option *Others* (8%) (not interested in any work, eat a lot and talk less) and *Missing Responses* was 8 percent.

Figure No. 12



Inference

According to the above figure (f-12), it is clear that the respondents were opened to choose more than one option for the types of symptoms they feel in stress. Hence, 56 percent of the respondents opted only one option, 24 percent of the respondents opted two options. Few of respondents opted three options and four options (8% and 4% each) and 8 percent were missing responses.

Q6. Does your stress affect your life? For example, do you lose concentration or make mistakes often?

Figure No. 13

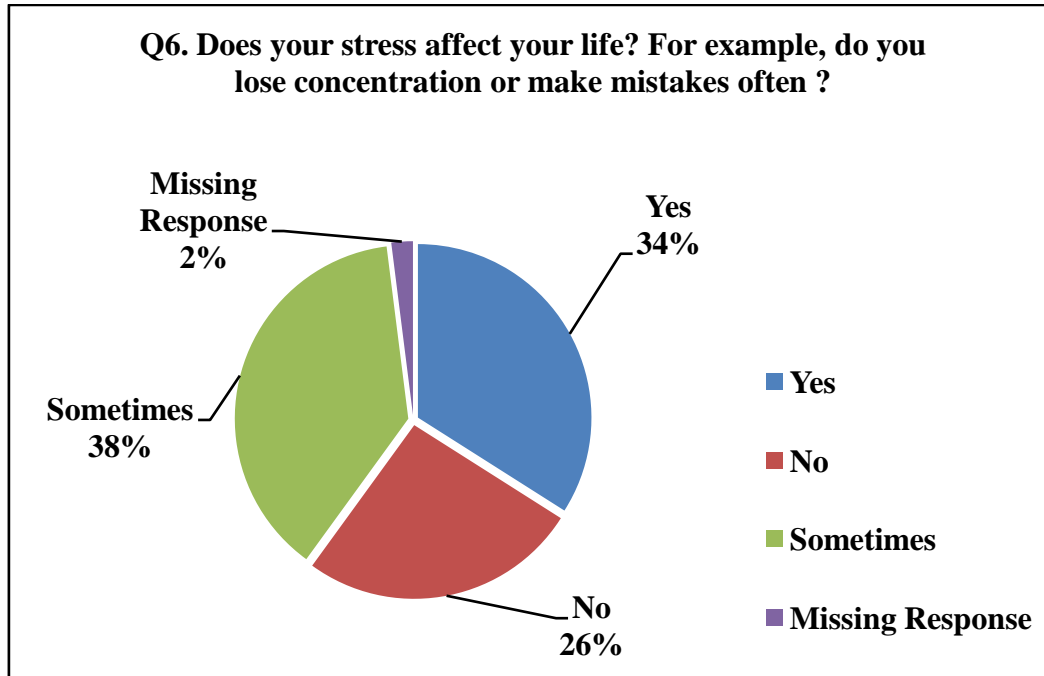


Table No. 10

Q6.	Does your stress affect your life? For example, do you lose concentration or make mistakes often?	Frequency	Percentage
A	Yes	17	34%
B	No	13	26%
C	Sometimes	19	38%
*	Missing Response	1	2%
	Total	50	100%

Inference

Going further, the next question was to find out whether stress affect life, for example it causes loss of concentration, 38 percent of the respondents said *Sometimes* it affect, 34 percent picked *Yes* and 28 percent said *No*. Hence, it's clear that the largest number of the respondents get affected by stress.

Q7. If yes, how do you manage it ?

Figure No. 14

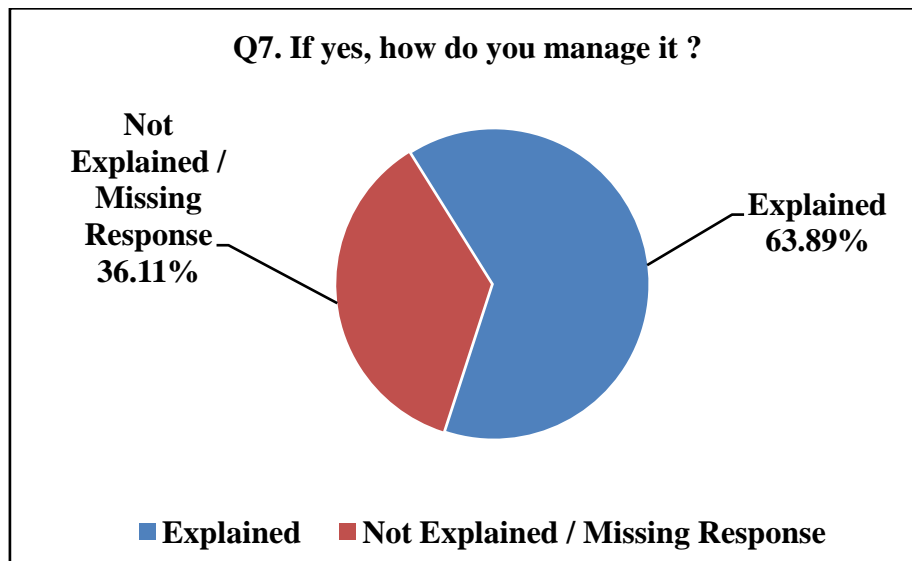


Table No. 11

Q7.	If yes, how do you manage it ?	Frequency	Percentage
A	Explained	23	63.89%
B	Not Explained / Missing Response	13	36.11%
	Total	36	100.00%

Inference

In connection to the previous question, the above figure (f-14) helps the researcher to find out how the respondents manage stress when they get affected by it. Out of 50 respondents, 36 respondents informed that they get affected somehow. It is comprehended that 63.89 percent of the respondents *Explained* how they manage stress and 36.11 percent of the respondents *Did not Explain* it.

The below mentioned table categorizes the explanation given by the respondents, they are in their verbatim form and may contain spelling or grammatical errors. The statements however; clearly convey the messages of the respondents :

Table No. 12

S. No.	Explanation	No. of Respondents Given Similar Explanation
1.	Sleep, by relaxing	3
2.	Difficult to manage but choose to ignore	1
3.	Listening song / music / loud music / music is part of life so in stress use to listen to music	5
4.	Hangout with friends / talk to friends / used to talk to close friend / discuss to my best friend who always motivates me / meet with friends and relatives and discuss on philosophy and life	6
5.	Spend time with family / talk to family members / talk to mother	3
6.	Talking to God's picture or statue / Go to temple	2
7.	By solving the problem which causes stress / by analyzing what went wrong / try to find fault and solve it for which I face problem and stress	3
8.	Talking to Doctor	1
9.	Talking to Dog	1
10.	Work which is important and better will give preference to it for balancing life, so that life will not get affected	1
11.	Getting busy in other works	1

12.	By doing meditation which calm things / yoga and exercise	2
13.	By following regular routine / it's rare to talk anyone over stress	1
14.	By focusing on the priorities	1
15.	Already given answer in third question, managing stress by having food, ice cream	1
16.	By learning from mistakes	1
17.	By cutting off myself from every disturbance and try to be composed and calmed	1
18.	Think and move in right direction	1
19.	Self motivation that one day everything will be well because sorrow and pleasure are part of life	1
20.	Watching movies and motivational videos	1
21.	Play Games	1
22.	Go to trip	1

Q8. Once you come out of stress after applying the things you ticked in question no. 3, how do you feel?

Figure No. 15

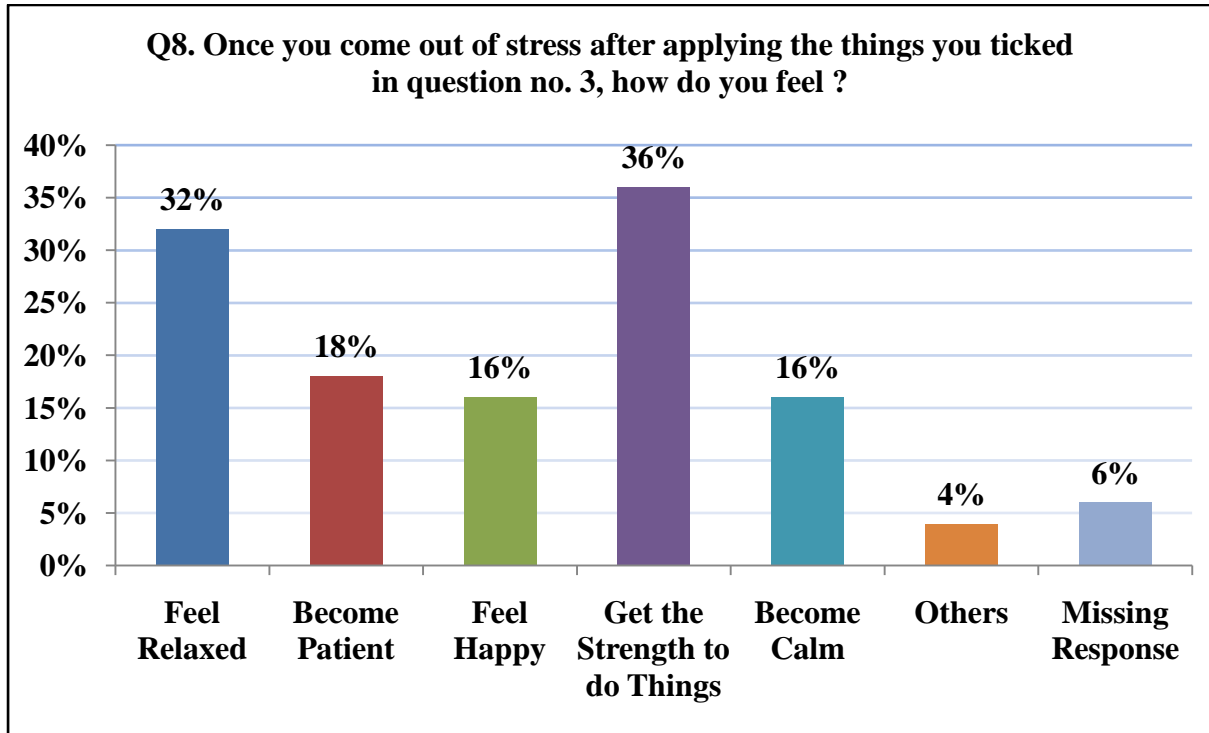


Table No. 13

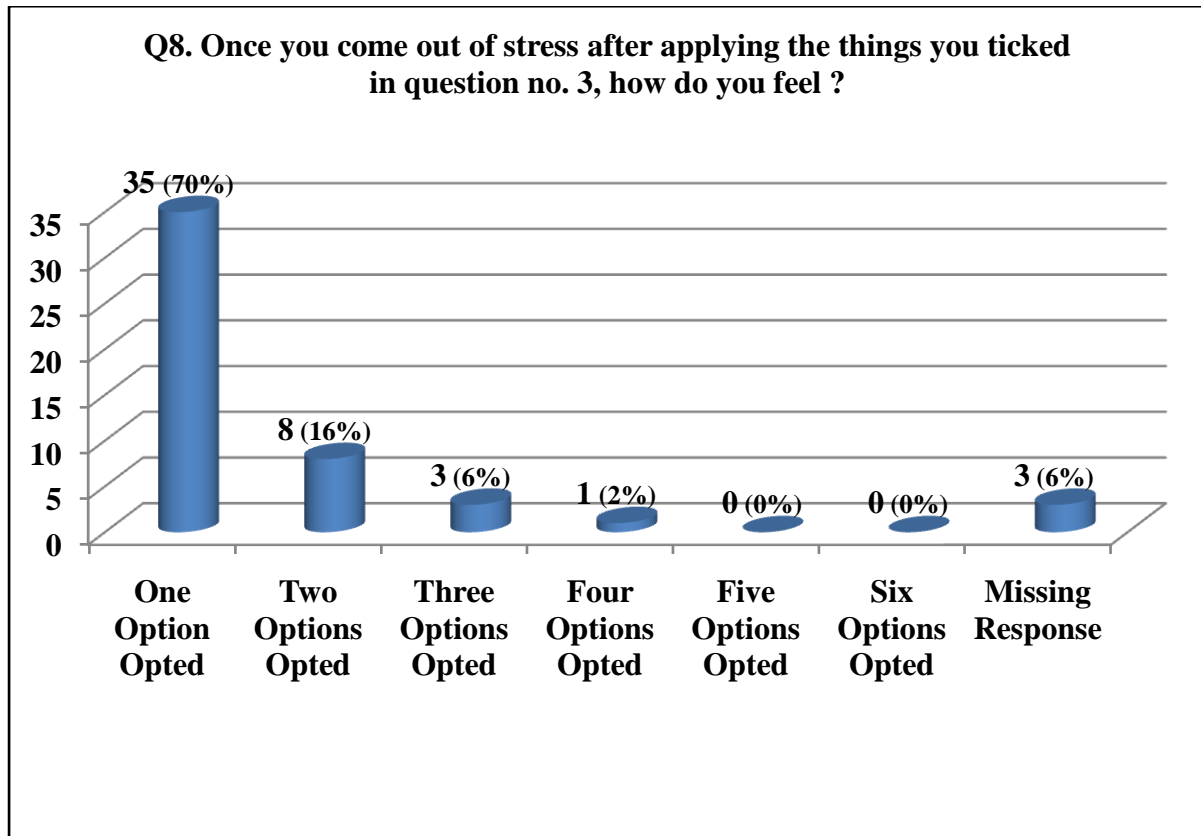
Q8.	Once you come out of stress after applying the things you ticked in question no. 3, how do you feel ?	Frequency	Percentage
A	Feel Relaxed	16	32%
B	Become Patient	9	18%
C	Feel Happy	8	16%
D	Get the Strength to do Things	18	36%
E	Become Calm	8	16%
F	Others	2	4%
*	Missing Response	3	6%

Inference

Figure (f-15) suggests that after applying the things to overcome stress, 36 percent of the respondents *Get the Strength to do Things*, 32 percent *Feel Relaxed*, 18 percent *Become*

Patient, 16 percent *Feel Happy* and 16 percent of the respondents *Become Calm*. A very few of the respondents chose *Others* (4%) (optimism and feel neutral). 6 percent was *Missing Responses*.

Figure No. 16



Inference

Based on the above figure (f-16), it can be understood that the respondents were free to choose more than one option. Consequently, 70 percent of the respondents preferred only one option, 16 percent of the respondents opted two options. A very few of respondents opted three options and four options (6% and 2% respectively).

Q9. Do you feel any media (Television / Radio / Internet etc) can play any role in managing stress?

Figure No. 17

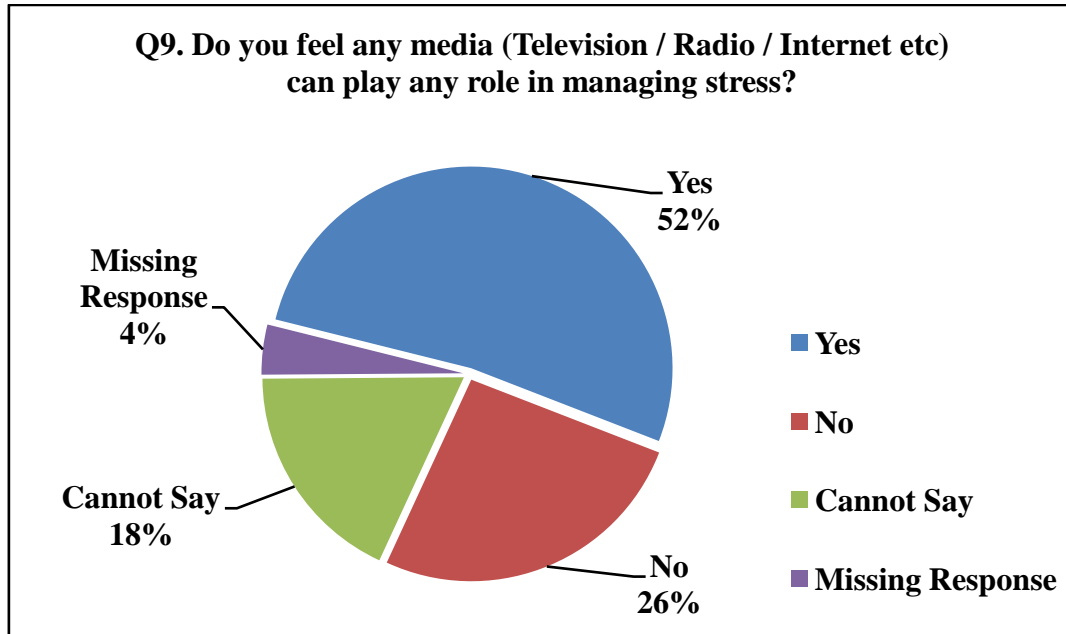
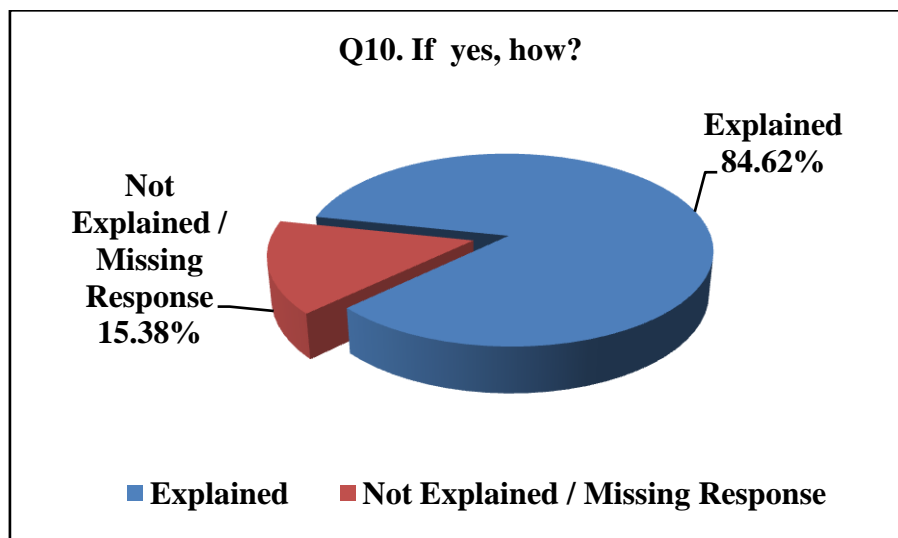


Table No. 14

Q9.	Do you feel any media (Television / Radio / Internet etc) can play any role in managing stress?	Frequency	Percentage
A	Yes	26	52%
B	No	13	26%
C	Cannot Say	9	18%
*	Missing Response	2	4%
	Total	50	100%

Inference

Going further, the researcher wanted to find out whether any media television, radio, internet, etc can play any role in managing stress, the above figure (f-17) suggests that majority of the respondents felt *Yes* (52%), some of the respondents said *Cannot Say* (18%) and 30 percent chose *No*. Therefore, it is clear that media in most of the cases help to manage stress.

Q10. If yes, how?**Figure No. 18****Table No. 15**

Q10.	If yes, how?	Frequency	Percentage
A	Explained	22	84.62%
B	Not Explained / Missing Response	4	15.38%
	Total	26	100.00%

Inference

In relation to the previous question, the above figure (f-18) helps the researcher to analyze the role of media to defeat stress. Out of 50 respondents, 26 respondents agreed on it and out of 26 respondents who agreed, 22 of the respondents (84.62%) *Explained* it and 4 of them (15.38%) *Did not Explain* it.

The below stated table categorizes the explanation given by the respondents, they are in their verbatim form and may contain spelling or grammatical errors. The statements however, clearly convey the messages of the respondents :

Table No. 16

S. No.	Explanation	No. of Respondents Given Similar Explanation
1.	To watch comedy videos on YouTube / Watch talks, stand-up comedy, favourite seasons, etc	2
2.	Sometimes news helps forgetting stress	1
3.	Radio or television is a thing through which we can feel better as if we approach can find many more things / It entertain us and gives motivation, solution or change our mood / By listening to radio we can forget other things and just stick to one thing / Radio, television and internet help to distract your attention from the reason which makes you feel stressed / Use of internet / see movie etc. / play games	5
4.	Internet use to connect us with our close ones and provide entertainment to avoid stress, etc. / Using social sites	2
5.	Because when I feel stress, I use to listen to my favourite songs on radio or on mobile and it really helps / Listening to songs in radio helps to overcome stress and favourite songs, film or video on internet / Radio and internet many times helps in managing	6

	stress / Music and different videos easily divert mind / It provides a medium to listen to music and reduce stress / To watch television specially music (cool) and laughter program Music / visuals	
6.	Web series and web surfing helps in deviating the mind / Watch web series and stand-up comedy shows and interesting videos about wildlife documentaries	2
7.	Internet, etc.	2
8.	Listening to loud motivational video in YouTube / Listening to motivational videos on YouTube	2

Q11. What is / are your suggestion/s for others to overcome stress

Figure No. 19

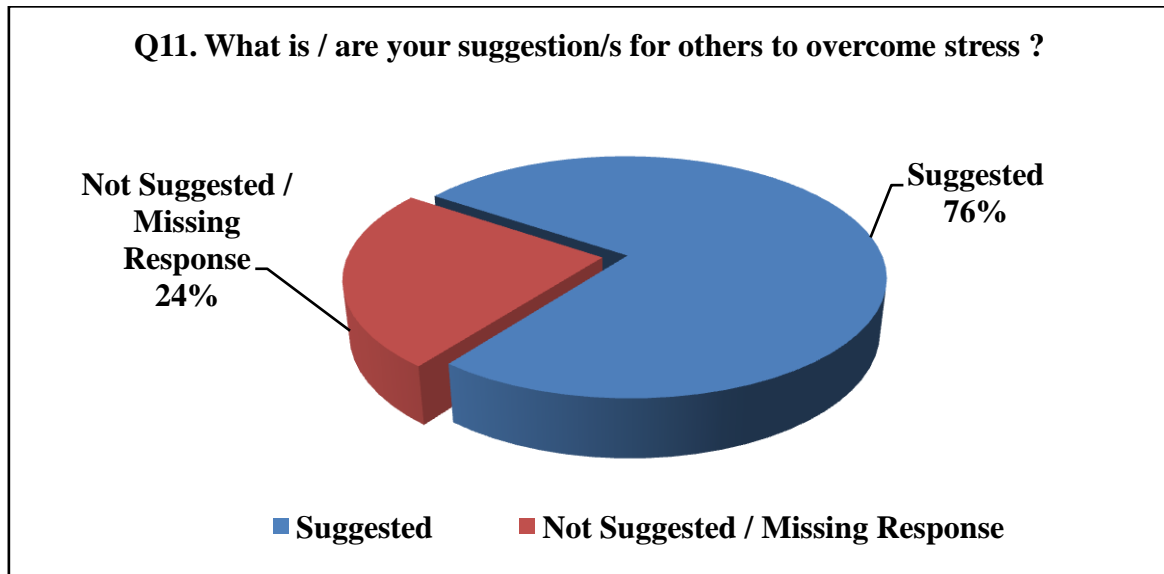


Table No. 17

Q11.	What is / are your suggestion/s for others to overcome stress?	Frequency	Percentage
A	Suggested	38	76%
B	Not Suggested / Missing Response	12	24%
	Total	50	100%

Inference

The above figure (f-19) depicts that 76 percent of the respondents gave *Suggestions* and rest 24 percent *Did not Suggest*.

The following Suggestions were proposed by the respondents. The suggestions are thematically grouped; they are in their verbatim form and may contain spelling or grammatical errors. The statements however, clearly convey the messages of the respondents :

Table No. 18

S. No.	Suggestions	No. of Respondents Given Similar Suggestions
1.	I only want to say that if you feel stress listen to soft classical bhajans, what I use to do is listen to flute instrumental and my favourite songs	1
2.	Talk to someone you trust or share / Chill with friends, forget about everything and listen to music, watch your favourite actor's interview, their fashion style and attitude, go for a party / Close your eyes and listen to birds chirping, cook some tasty food, go for a walk, play games with friends, siblings, writing up the problems and facing them / To go for travelling / Talk to your family members, close friends and sometimes to yourself, go out, make trips to your favourite places, do whatever you like the most such as watching movies, listening to music, reading novels, stories, etc. / Be positive and talk to family, spend time with friends / Stay cool and go for a walk / When you feel stressed and tense go for a break, walk in fresh air, try to incorporate some physical activity into your daily routine on a regular basis / To travel favourite natural place, historical place or mall and sit in natural place and observe the	13

	<p>activities silently / Talk to your family members, friends and spend time with them, speak your heart out and you will definitely feel relaxed and happy / Stress can be reduce by sharing and talking to partner, family members and another way is take a nap and play with childlike toys / Stress is not a big issue which can break you up in fragments. Stress simply can be controlled with the self help and by not judging ourselves in every situation. If you feel that stress is overpowering yourself than you should be alarmed and get help from family, friends or professionals.</p>	
3.	<p>To watch comedy videos on YouTube and to do meditation / Meditation and yoga / Doing yoga regularly to overcome stress</p>	3
4.	<p>I can say you first need to face your stress and don't feel unsure, believe in yourself / Do what you love to do towards happiness not towards distraction, should be aware of limitations / There are various ways to overcome stress, people should do what they like the most, so that they will get mental satisfaction / Just believe in yourself and be calm / Satisfy to your achievement and always be happy and be positive / If someone wants to overcome stress, they have to try, their passion or what they like to do. Their favourite task or hobby will help to overcome their stress and they will feel refresh / My suggestion is not to take much stress as it harms us only. It will go one day definitely, you need to have positive approach for that / Firstly, do remember that making mistakes is not a bad thing. Accept what you do and realize how your good deeds can change the life of your dear ones / Do your work hard, avoid negativity, be</p>	10

	happy always despite hard challenges / I think, if you are in stress, sit alone and think nothing and keep quite. Second, listen to music which help you to be calm	
5.	If you want to overcome stress please listen to Mr. Prem Rawat's message which gives message related to peace / Motivational speeches are good option. / Watch motivational videos on YouTube and talk to anyone with full enjoyment / Distracting your mind, do Meditation; listen to music which will help you to calm your mind. Talk to your friend, girlfriend / boyfriend which will deviate your mind and be confident. So we have to find our problems in cool mind / Just to feel the life of highly qualified person like Dr. B.R. Ambedkar, Jyotibha Phule, Maa Ramabai, etc. You will feel strength.	6
6.	Eat a lot, stay happy, ignore the evils / Forgive all for happiness / Take right action, at the right time and at the right place / Be Lallantop, listen to music, travel and go for outing. Have your favourite food	4
7.	For wealth and fame it is necessary to get insulted. The worth of respect is only valued after insult. Everyone thinks that his / her problem is bigger one and it makes us unconfident. So be positive, be patient and surely time will be changed. If you think that there is nothing is your life then please go to hospital and you will realize that your problem is very small. Keep inside hope, it will boost you up but whatever is going on is good for you ever.	1

9.1.3 Major Findings

The core aim of the study was to find out the role of media in doing away with the stress among youth pursuing higher education. The researcher prepared various objectives for analyzing the aim of the research including its causes and effect. There is quantitative and qualitative approach for analyzing and interpreting the data. The study concludes with the results of the objectives :

- **Objective :** To understand stress among youngster and how they manage
- **Result :** The study suggests that youngsters are facing stress and they are continuously coping with it through various ways and the feeling after conquering stress, question no. 1, 2, 3, 4 and 8 are based on this objective.

- **Objective :** To analyse symptoms of stress and its effect in their life
- **Result :** To analyse symptoms of stress and its affect in the life of the respondents, the researcher asked some inter linked questions. Question no. 5, 6 and 7 are related to the above objective and the researcher found that majority of the respondents faced diverse symptoms and it affects their life and majority of them told the ways they managed it.

- **Objective :** To explore the role of media in managing stress on youth
- **Result :** According to the above objective, the researcher asked some questions from the respondents, (question no. 9, 10 and 11) these are interlinked. The study suggests that majority of the respondents felt that media somehow help to manage stress and majority of them explained and suggested different ways of managing stress through media.

9.2 Introduction

Part Two :

Post Event Survey of ‘Autumn 2018 Bunya International Seminar’ held in Hiroshima, Japan

The Autumn 2018 Bunya International Seminar had been took place in the “International Conference Center Hiroshima, 1-5 Nakajimacho, Naka Ward, Hiroshima on October 13th 2018, Saturday (Friday, October 12th 2018 Pacific Time). The reception opened from 12:30 pm and the conference started at 1:30 pm. The subject of this seminar was Peace and Happiness. The keynote speaker was Mr. Prem Rawat known as the ambassador of peace, internationally renowned speaker and author.

He is the author of ‘Splitting the Arrow’, ‘The Pot with the Hole’, ‘Stonecutter’ (Bunya publishing), ‘Even if you are having a bad day peace comes to a peaceful heart’ (Daiwa publishing). The special guests were Dr. Masato Honma, Vice President of the Kyoto University of Art and Design, author of ‘Wall’ (Bunya publishing), Mr. Hideki Yabuhara, founder of the Wamon Foundation, Author of ‘Wamon the art of deep listening’.

This international seminar hosted by bunya publishing corporation, LLC, Nagano Japan in collaboration with the Wamon foundation. The contents of the seminar were divided into two parts, part one contained speech of keynote speaker Mr. Prem Rawat and part two consists of discussion among Dr. Masato Honma and Mr. Hideki Yabuhara and taking questions from the audience especially students. There were 600 people who had participated in this seminar, 400 were Japanese and 200 were foreigner.”⁸⁷

⁸⁷ <https://www.timelesstoday.tv/prem-rawat-in-hiroshima-japan-video>. Accessed December 24, 2018.

The researcher had done post seminar survey and discussed with some participants about their thoughts and opinion in regard to the speech. The researcher was also participant observer during the whole event.

Objectives

- To explore Prem Rawat as an inspirational communicator and his speech / message through youngster participated in the international seminar
- To analyze Prem Rawat speech / message helps youngsters to overcome their stress or depression
- To understand the medium / media access by youngsters to listen to speech / message of Prem Rawat

9.2.1 Demographic Details

Gender

Figure No. 20

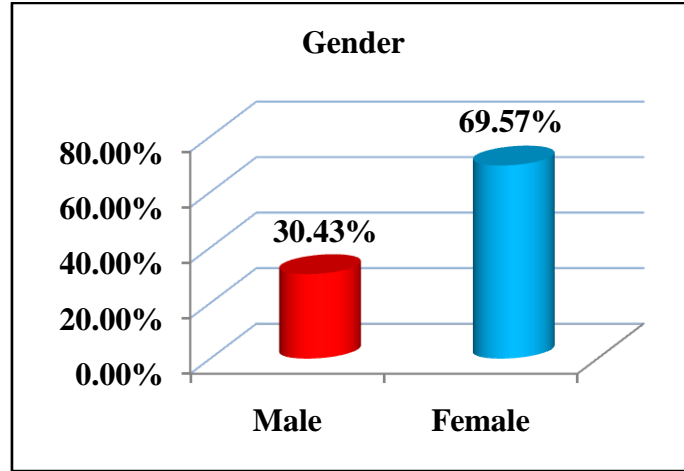


Table No. 19

Gender	Frequency	Percentage
Male	7	30.43%
Female	16	69.57%
Total	23	100.00%

Age Group

Figure No. 21

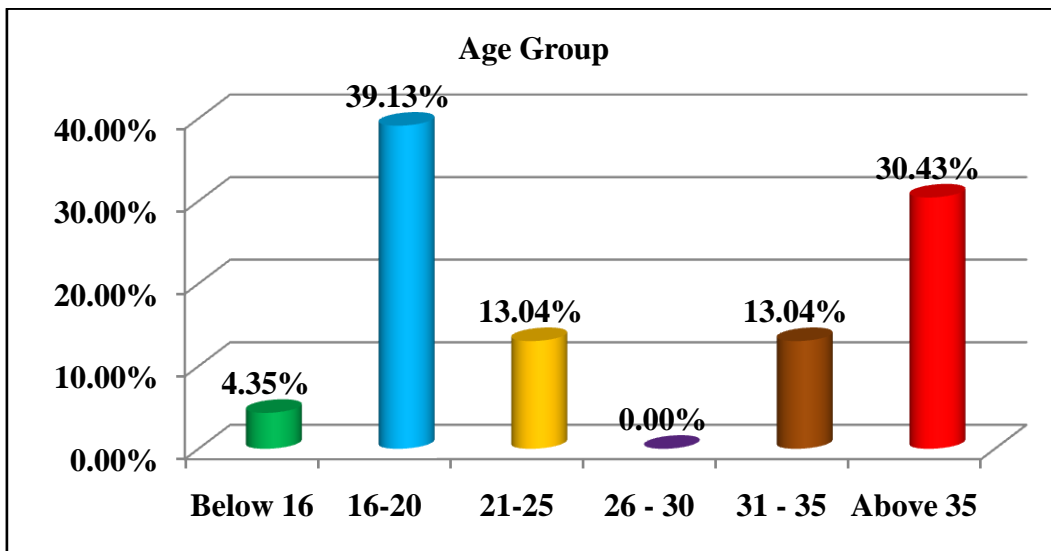


Table No. 20

Age Group	Frequency	Percentage
Below 16	1	4.35%
16-20	9	39.13%
21-25	3	13.04%
26 - 30	0	0.00%
31 - 35	3	13.04%
Above 35	7	30.43%
Total	23	100.00%

Marital Status

Figure No. 22

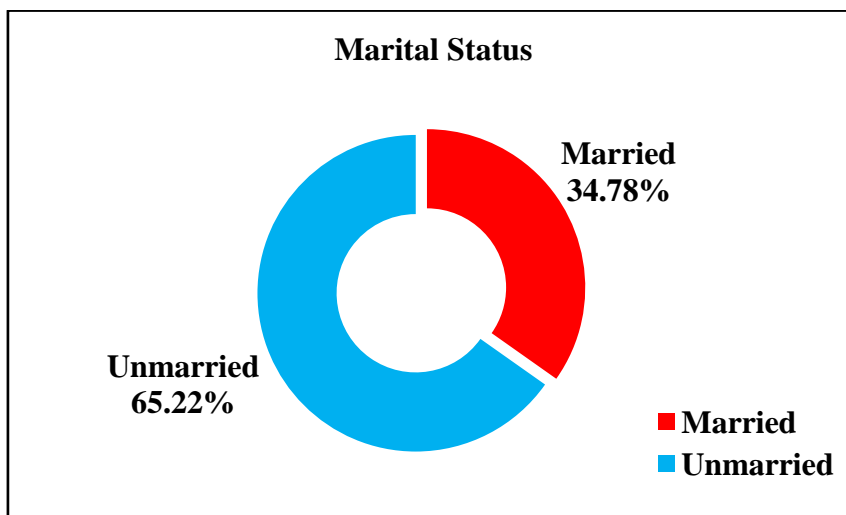


Table No. 21

Marital Status	Frequency	Percentage
Married	8	34.78%
Unmarried	15	65.22%
Total	23	100.00%

Education

Figure No. 23

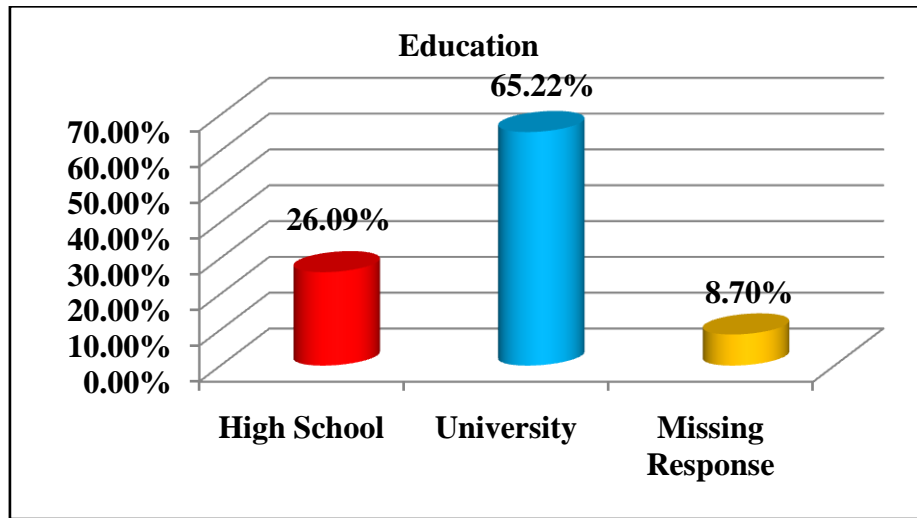


Table No. 22

Education	Frequency	Percentage
High School	6	26.09%
University	15	65.22%
Missing Response	2	8.70%
Total	23	100.00%

Occupation

Figure No. 24

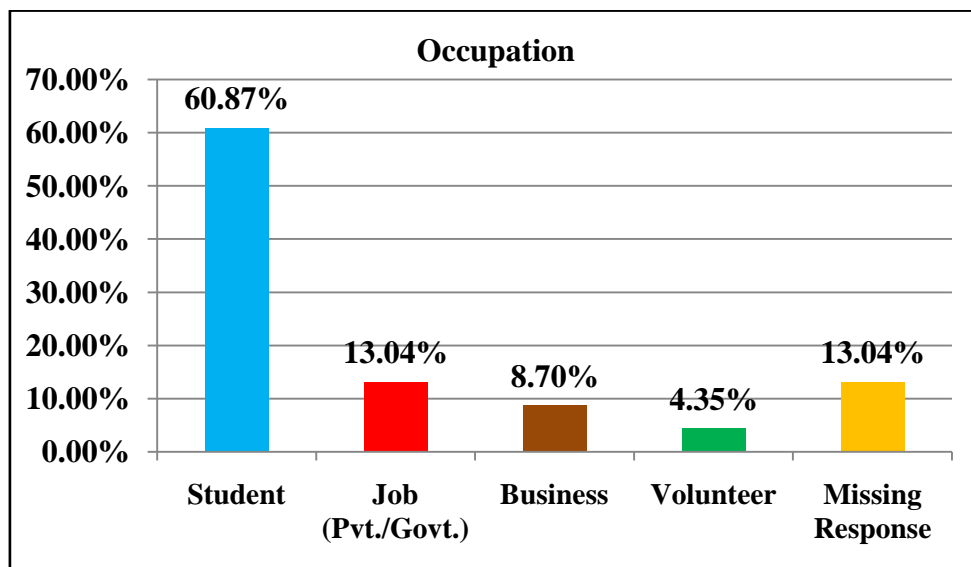


Table No. 23

Occupation	Frequency	Percentage
Student	14	60.87%
Job (Private / Government)	3	13.04%
Business	2	8.70%
Volunteer	1	4.35%
Missing Response	3	13.04%
Total	23	100.00%

Country

Figure No. 25

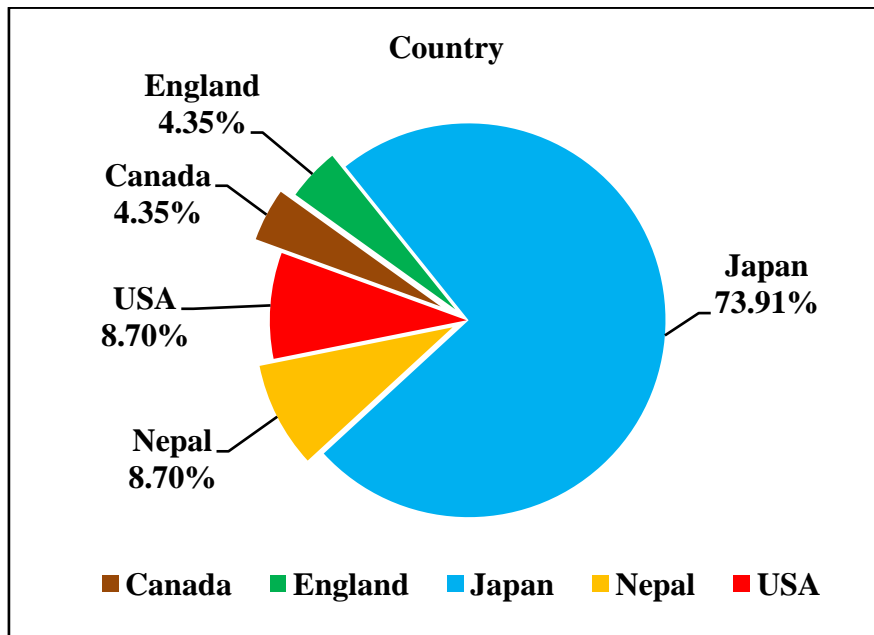


Table No. 24

Country	Frequency	Percentage
Canada	1	4.35%
England	1	4.35%
Japan	17	73.91%
Nepal	2	8.70%
USA	2	8.70%
Total	23	100.00%

9.2.2 Data Analyses

Q1) How did you get information about ‘Autumn 2018 Bunya International Seminar’?

(Tick one or more)

Figure No. 26

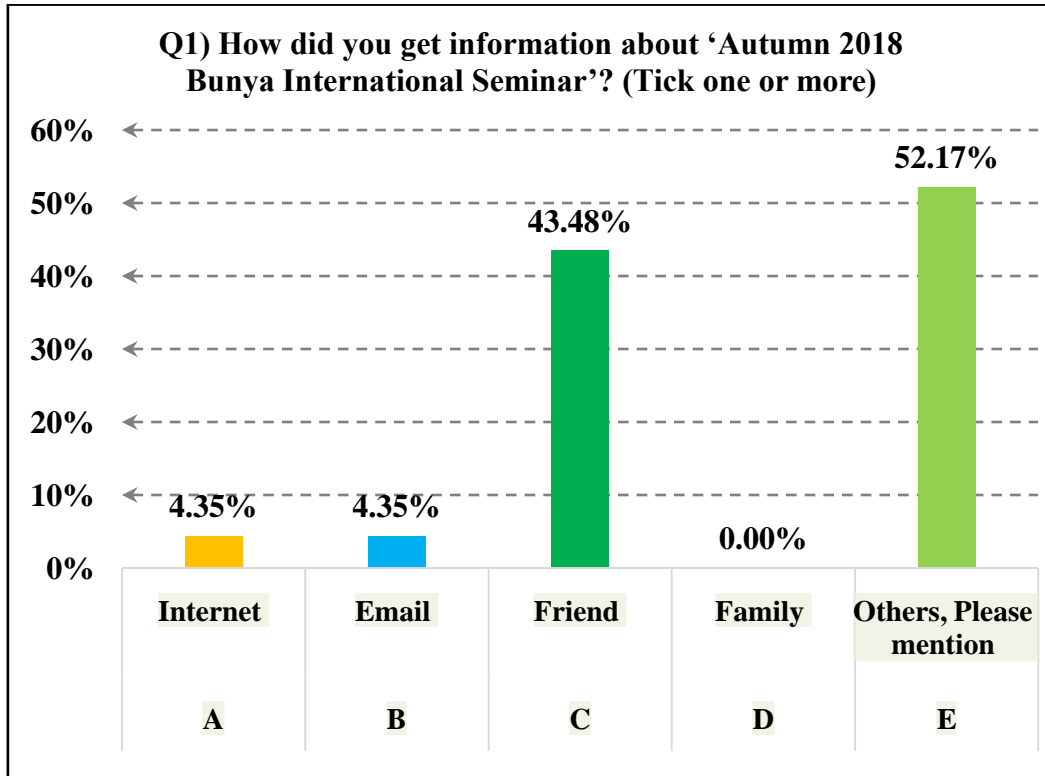


Table No. 25

Q1)	How did you get information about ‘Autumn 2018 Bunya International Seminar’? (Tick one or more)	Frequency	Percentage*
A	Internet	1	4.35%
B	Email	1	4.35%
C	Friend	10	43.48%
D	Family	0	0.00%
E	Others, Please mention	12	52.17%

Inference

The figure (f-26) above shows that less than half of the respondents (43.48 percent) said *Friend* for getting information about international seminar. It helps to understand that two step flow theory or interpersonal communication can play significant role in our modernized society. (*Respondents could opt more than one option).

Figure No. 27

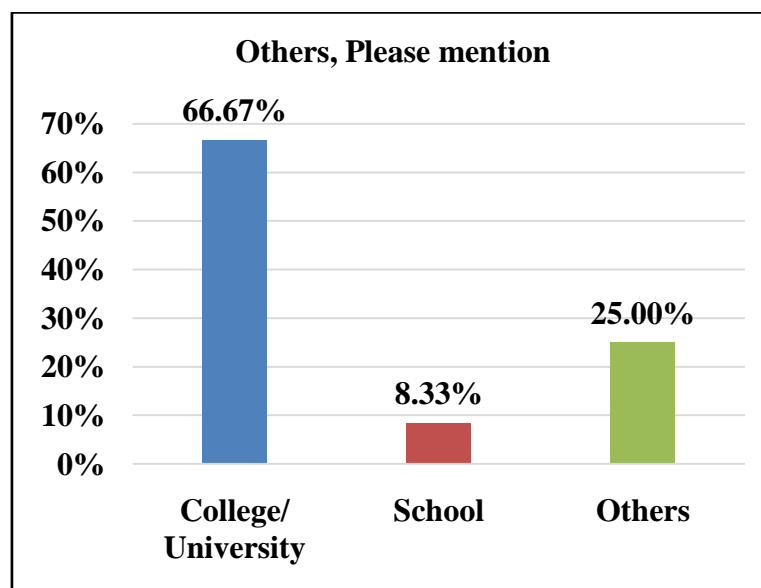


Table No. 26

Others, Please mention	Frequency	Percentage
College / University	8	66.67%
School	1	8.33%
Others	3	25.00%
Total	12	100.00%

Inference

Going next, the researcher dug and explored the option *Others, Please Mention*, more than half of the respondents (66.67 percent) said *College / University* and 8.33 percent said *School*. Some of them (25 percent) said *Others*.

Q2) Prem Rawat as a communicator, what rank would you give?

Figure No. 28

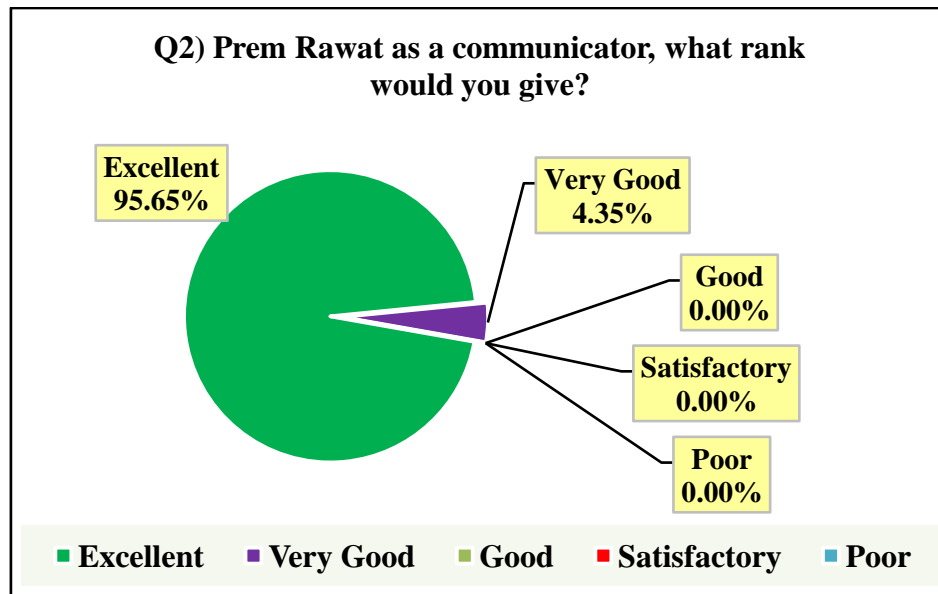


Table No. 27

Q2)	Prem Rawat as a communicator, what rank would you give?	Frequency	Percentage
A	Excellent	22	95.65%
B	Very Good	1	4.35%
C	Good	0	0.00%
D	Satisfactory	0	0.00%
E	Poor	0	0.00%
	Total	23	100.00%

Inference

The above figure (f-28) and table (t-27), show that most of the respondents (95.65 percent) said *Excellent* and rest 4.35 percent of the respondents chose *Very Good*.

Q3) The way he expressed his speech / message, how would you scale?

Figure No. 29

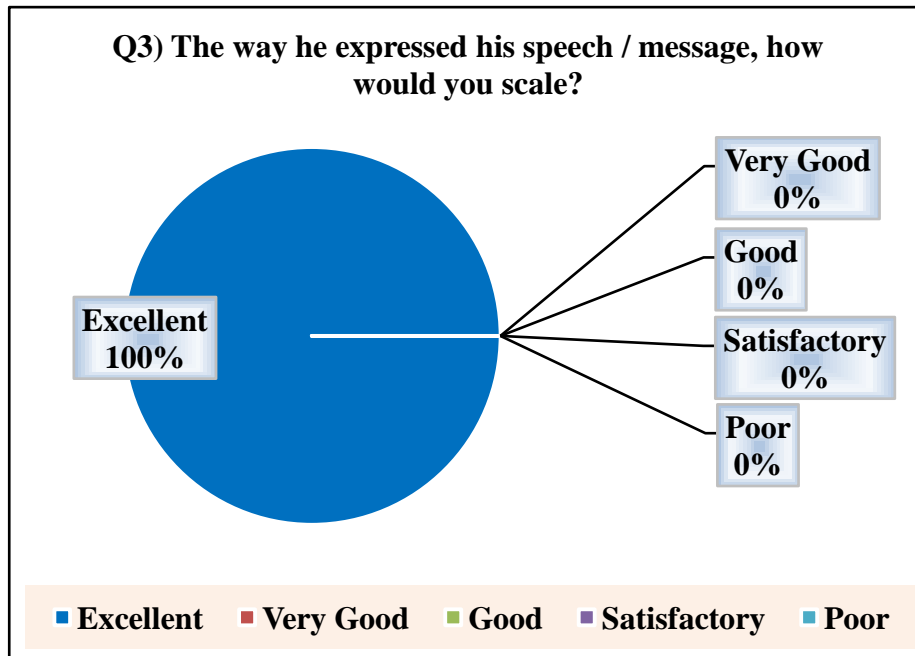


Table No. 28

Q3)	The way he expressed his speech / message, how would you scale?	Frequency	Percentage
A	Excellent	23	100%
B	Very Good	0	0%
C	Good	0	0%
D	Satisfactory	0	0%
E	Poor	0	0%
	Total	23	100%

Inference

The next question was about the way Prem Rawat expressed his speech / message. From the above figure (f-29) it is clear that all of the respondents (100 percent) picked *Excellent*.

Q4) Did you like the content of his message?

Figure No. 30

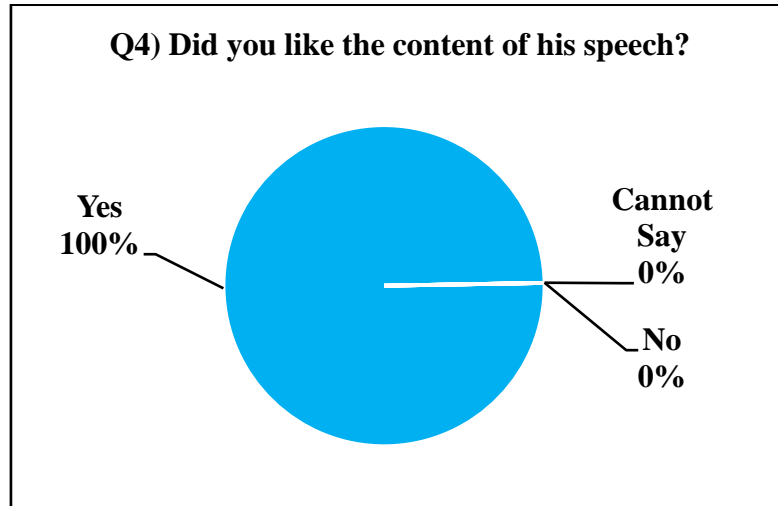


Table No. 29

Q4)	Did you like the content of his speech?	Frequency	Percentage
A	Yes	23	100%
B	No	0	0.00%
C	Cannot Say	0	0.00%
	Total	23	100%

Inference

The next question was based on the 'content of Prem Rawat speech', the figure (f-30) shows that all of the respondents chose *Yes*, they liked the content.

Q5) Do you agree with today's speech / message given by Prem Rawat?

Figure No. 31

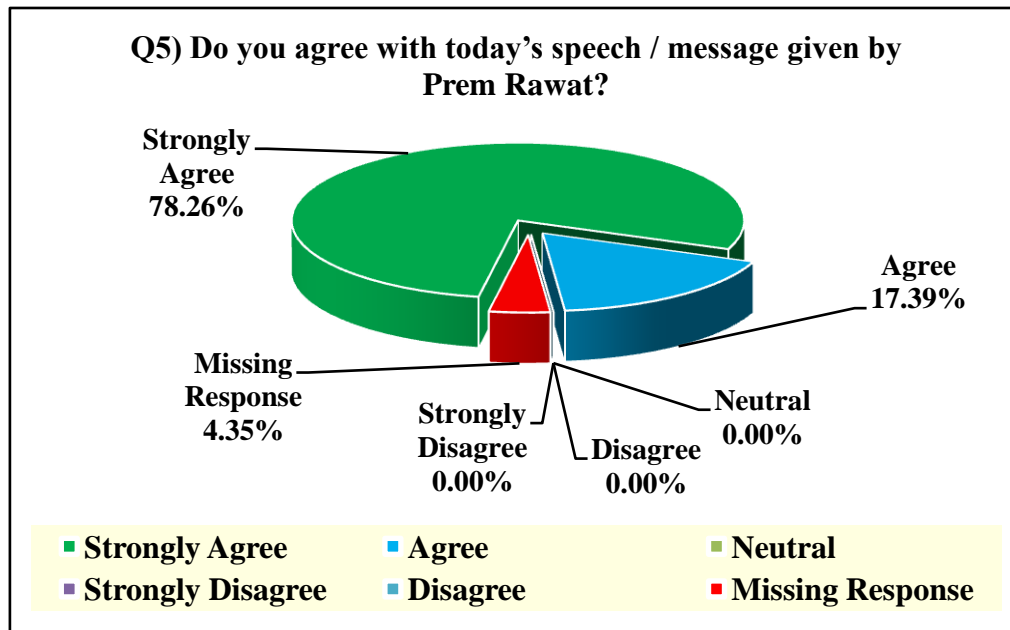


Table No. 30

Q5)	Do you agree with today's speech / message given by Prem Rawat?	Frequency	Percentage
A	Strongly Agree	18	78.26%
B	Agree	4	17.39%
C	Neutral	0	0.00%
D	Strongly Disagree	0	0.00%
E	Disagree	0	0.00%
*	Missing Response	1	4.35%
	Total	23	100.00%

Inference

The next question was to find out Prem Rawat's speech / message of live event listened to by the respondents, if they agreed or disagreed with the message? The above figure (f-31) explains that more than one third of the respondents (78.26 percent) *Strongly Agreed* and 17.39 percent *Agreed* with it.

Q6) In this era of modernization and technology, do you think, the speech / message of Prem Rawat will help youngsters to overcome their depression or stress?

Figure No. 32

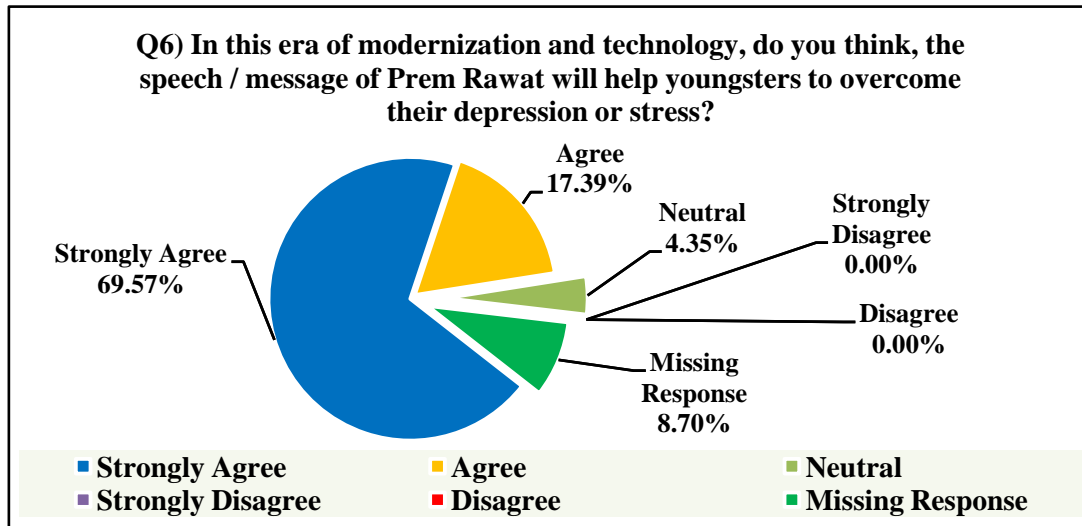


Table No. 31

Q6)	In this era of modernization and technology, do you think, the speech / message of Prem Rawat will help youngsters to overcome their depression or stress?	Frequency	Percentage
A	Strongly Agree	16	69.57%
B	Agree	4	17.39%
C	Neutral	1	4.35%
D	Strongly Disagree	0	0.00%
E	Disagree	0	0.00%
*	Missing Response	2	8.70%
	Total	23	100.00%

Inference

Based on the above figure (f-32), it can be understood that in this era of modernization and technology, the speech / message of Prem Rawat would help youngsters to overcome their depression or stress, 69.57 percent of the respondents *Strongly Agree* and 17.39 percent *Agree*.

Q7) Will his speech / message help you in your daily life?

Figure No. 33

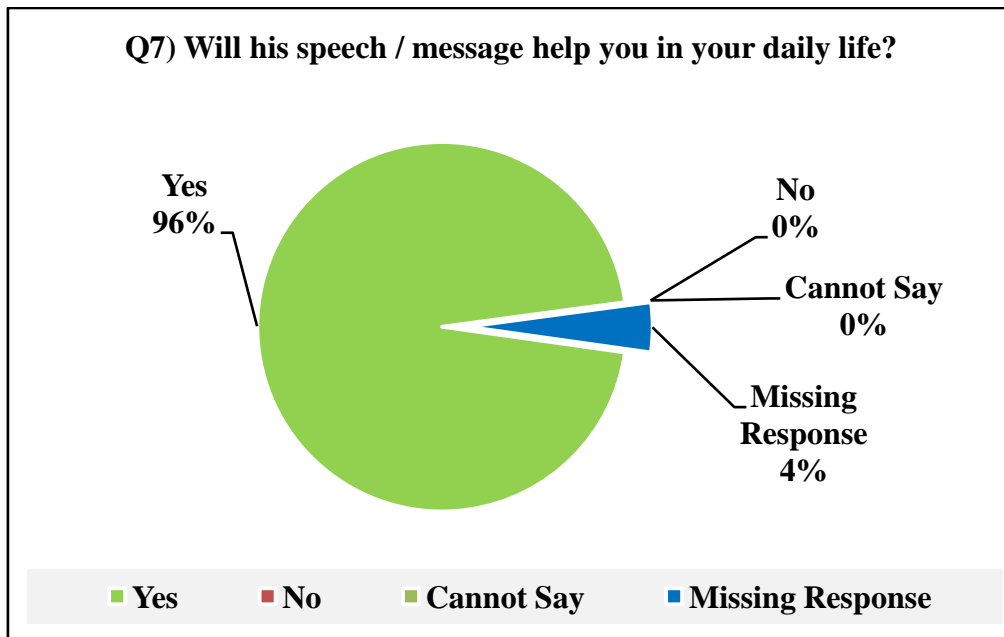


Table No. 32

Q7)	Will his speech / message help you in your daily life?	Frequency	Percentage
A	Yes	22	95.65%
B	No	0	0.00%
C	Cannot Say	0	0.00%
*	Missing Response	1	4.35%
	Total	23	100.00%

Inference

Next, the researcher wanted to find out if Prem Rawat’s message helped respondents in their daily life, the above figure (f-33) shows that almost all of the respondents said *Yes* (95.65 percent).

Q8) Which medium / media do you access to listen to Prem Rawat? (Tick one or more)

Figure No. 34

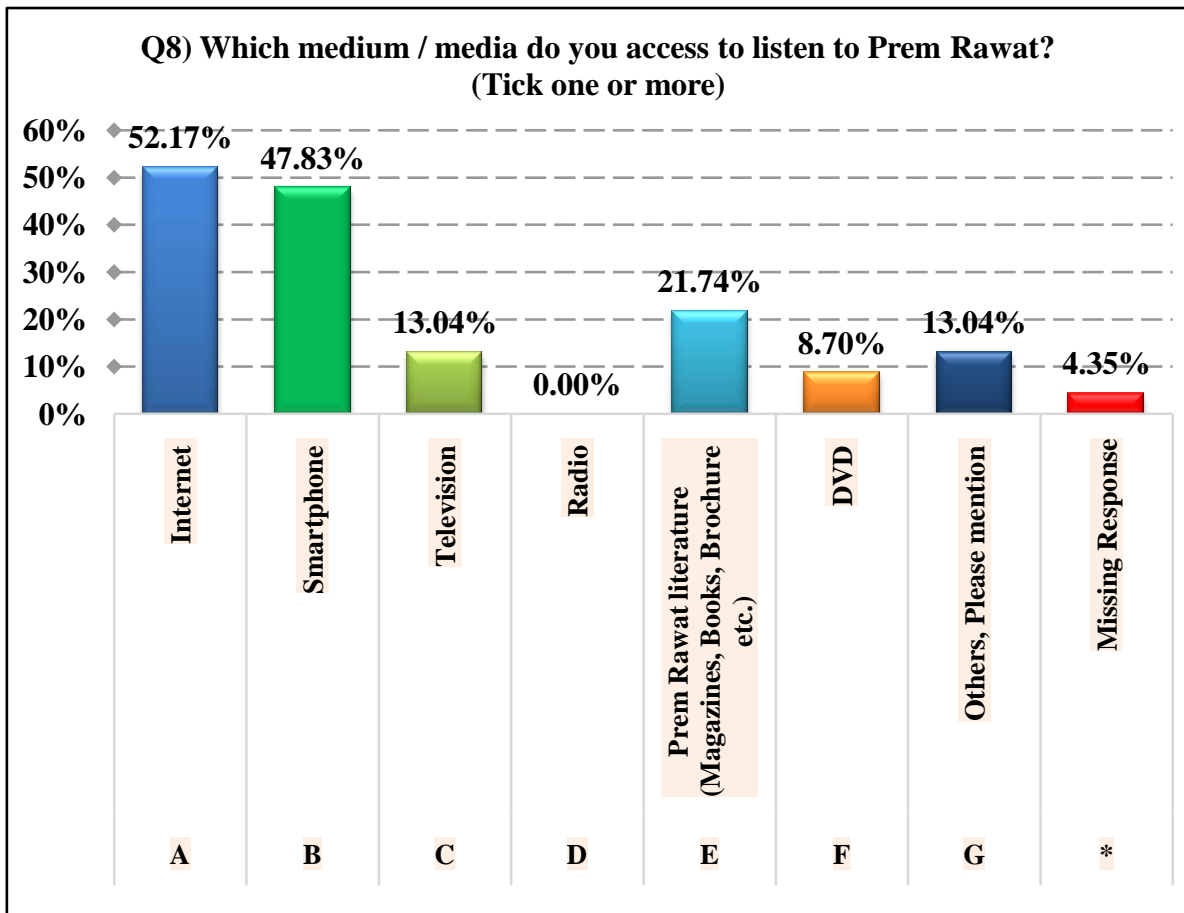


Table No. 33

Q8)	Which medium / media do you access to listen to Prem Rawat? (Tick one or more)	Frequency	Percentage*
A	Internet	12	52.17%
B	Smartphone	11	47.83%
C	Television	3	13.04%
D	Radio	0	0.00%
E	Prem Rawat literature (Magazines, Books, Brochure etc.)	5	21.74%
F	DVD	2	8.70%
G	Others, Please mention	3	13.04%
*	Missing Response	1	4.35%

Inference

When asked about the media they access to listen to Prem Rawat, more than half of the respondents (52.17 percent) selected *Internet*, 47.83 percent respondents said *Smartphone* and some of them selected *Prem Rawat Literature* (21.74 percent) and *Television* (13.04 percent). (*Respondents opted more than one option).

Figure No. 35

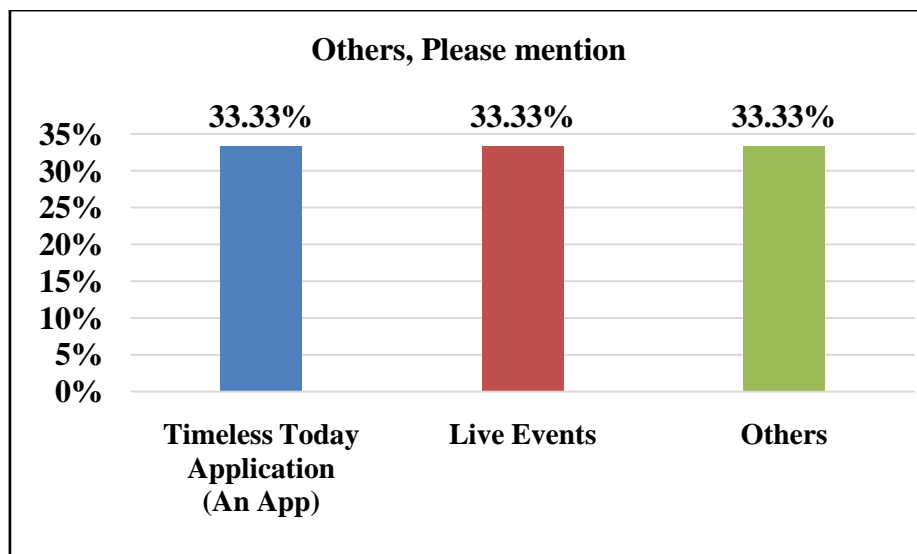


Table No. 34

Others, Please mention	Frequency	Percentage
Timeless Today Application (An App)	1	33.33%
Live Events	1	33.33%
Others	1	33.33%
Total	3	100.00%

Inference

In response to the option *Others, Please Mention*, respondents said *Timeless Today Application (An App)* and *Live Events*.

Figure No. 36

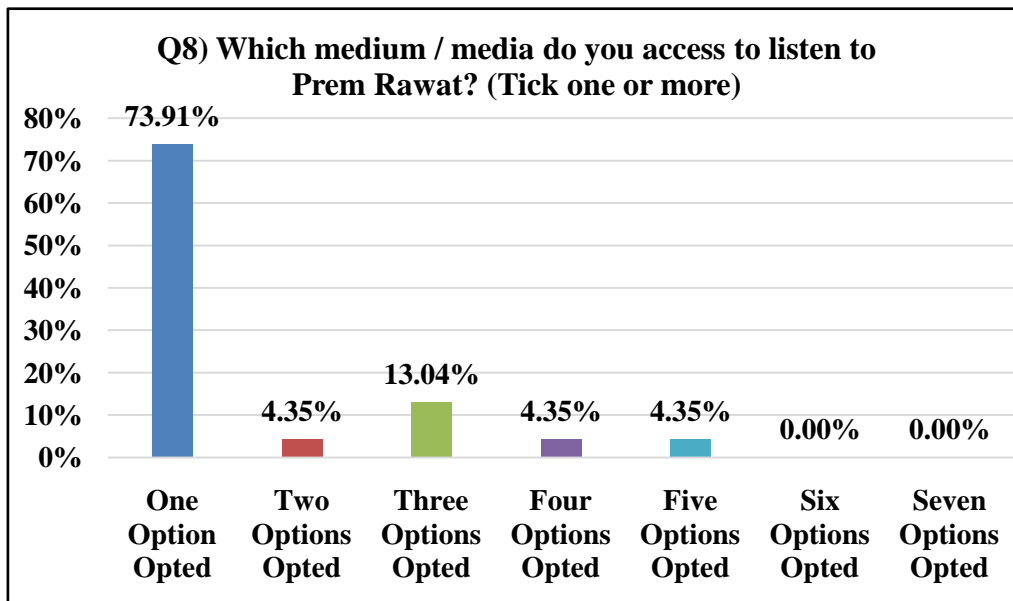


Table No. 35

Q8) Which medium / media do you access to listen to Prem Rawat? (Tick one or more)		
Options Opted	Frequency	Percentage
One Option Opted	17	73.91%
Two Options Opted	1	4.35%
Three Options Opted	3	13.04%
Four Options Opted	1	4.35%
Five Options Opted	1	4.35%
Six Options Opted	0	0.00%
Seven Options Opted	0	0.00%
Total	23	100.00%

Inference

According to the figure (f-36), it is clear that respondents chose more than one option to access media to listen to Prem Rawat, so, almost three fourth (73.91 percent) of the respondents chose one option only. 13.04 percent of the respondents opted three options and 4.35 percent of the respondents gave two options, same with four and five options.

Q9) What rank will you give to Prem Rawat as a ‘Communicator’, ‘his speech / message’, ‘the way he use to express it’ and ‘the influence of his speech / message on you’?

Figure No. 37

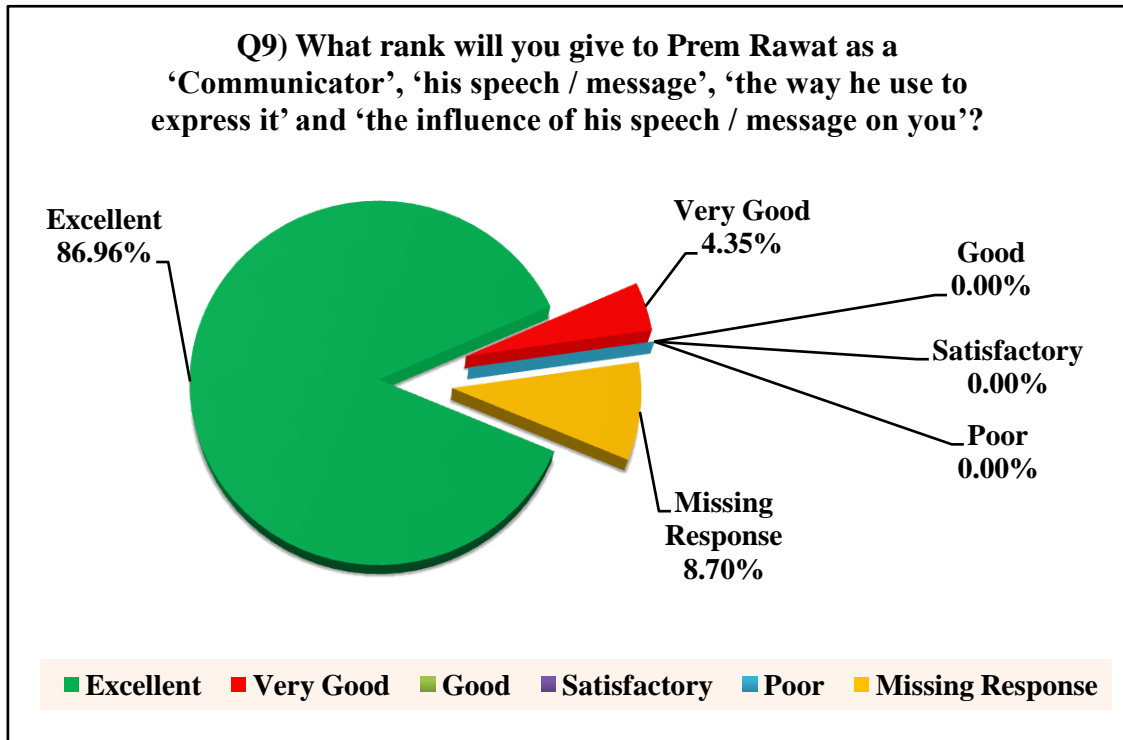


Table No. 36

Q9)	What rank will you give to Prem Rawat as a ‘Communicator’, ‘his speech / message’, ‘the way he use to express it’ and ‘the influence of his speech / message on you’?	Frequency	Percentage
A	Excellent	20	86.96%
B	Very Good	1	4.35%
C	Good	0	0.00%
D	Satisfactory	0	0.00%
E	Poor	0	0.00%
*	Missing Response	2	8.70%
	Total	23	100.00%

Inference

The next question was to rank Prem Rawat as a ‘Communicator’, ‘his speech / message’, ‘the way of expressing / communicating his speech / message’ and ‘the influence of his speech / message’, majority of the respondents (86.96 percent) said *Excellent* and 4.35 percent of the respondents picked *Very Good*.

Q10) What did you like in his speech / message the most?

Figure No. 38

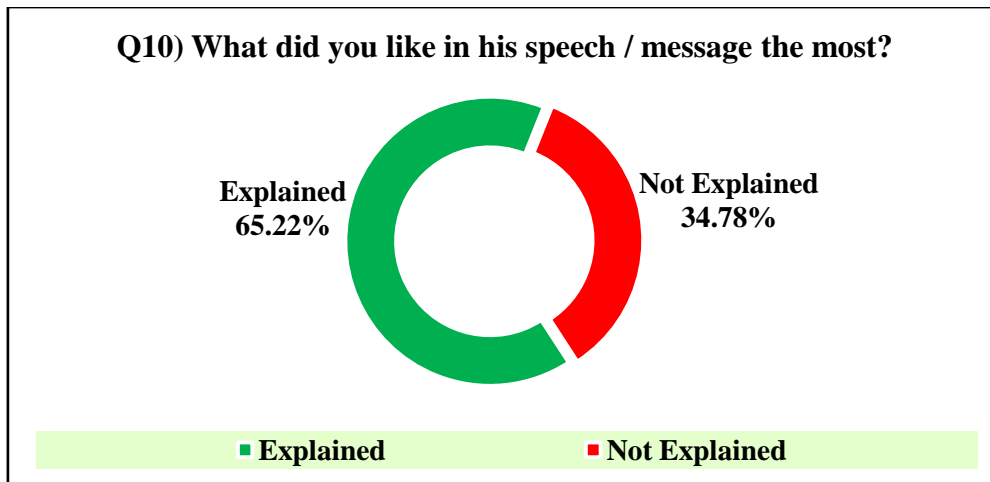


Table No. 37

Q10)	What did you like in his speech / message the most?	Frequency	Percentage
A	Explained*	15	65.22%
B	Not Explained*	8	34.78%
	Total	23	100.00%

(Explained* - Respondents who gave explanation)

(Not Explained* - Respondents who did not give explanation)

Inference

From the above figure (f-38), it is clear that 65.22 percent of the respondents *Explained* and rest 34.78 percent *Did not Explain*.

The table below categorizes the explanation given by the respondents :

Table No. 38

S. No.	Explanations (Thematic)	No. of Respondents
1.	Peace / inner peace	6
2.	Satisfaction with life	1
3.	Understand 'self'	1
4.	Feel happiness inside	1
5.	His simplest way of explaining things	3
6.	Control the life, See the clear path, not the obstacles	5
7.	Confident and fearless	2
8.	What you are looking for is inside of you	2
9.	Importance of breathe	1
10.	Candle example	1

9.2.3 Major Findings

The center aim of the study was to find out the role of Prem Rawat as a communicator and his speech / message in doing away with stress or depression among youth and the medium / media use to access his speech / message. The researcher prepared various objectives for analyzing the aim of the study including the international seminar most touching topics. This study would be significantly helpful for the youngsters facing stress or depression in this modernized world and technology ultimately benefits the society. The researcher did quantitative and qualitative approach for analyzing and interpreting the data. The study concluded with the results of the objectives :

- **Objective :** To explore Prem Rawat as an inspirational communicator and his speech / message through youngster participated in the international seminar
- **Result :** To achieve the objective, researcher asked some questions (question no. 2, 3, 4, 5 and 9) which suggested that Prem Rawat as an inspirational communicator and his speech / message mostly liked by the youngsters and would impact positively on the life of youngsters.
- **Objective :** To analyze Prem Rawat speech / message helps youngsters to overcome their stress or depression
- **Result :** Question no. 6, 7 and 10 are related to the above objective and the researcher found that majority of the respondents agreed that in this era of modernization and technology, the speech of Prem Rawat would help youngsters to overcome their depression or stress. The most of the respondents liked in Prem Rawat's speech were peace and inner peace, satisfaction with life, understand 'self', feel happiness inside,

control the life, See the clear path, not the obstacles, confident and fearless, etc. and would definitely motivate youngsters.

- **Objective :** To understand the medium / media access by youngsters to listen to speech / message of Prem Rawat
- **Result :** According to the above objective, the researcher asked questions from the respondents, question no. 1 and 8 are interlinked. The study helps to analyze that majority of the respondents accessed smartphone, internet and Prem Rawat's literature. Friends helped to explore international seminar of Prem Rawat and it could help them to overcome their stress or depression.

9.3 Introduction

Part Three :

Post Live Event Survey in Ranchi

As we go through our history and come to the present we find that the teaching and learning provided by great philosophers and saints have influenced people from time to time and have helped them understand life, their own selves and the world. Therefore, it's important to find out whether an inspirational communicator Prem Rawat's message has some impact on youngsters and the medium / media usage to listen to him.

Objectives

- To study Prem Rawat as an inspirational communicator and impact of his message among youth participating in live event
- To analyze if Prem Rawat message helps youngsters to overcome their stress or depression
- To understand the medium / media access by youngsters to listen to his message

9.3.1 Demographic Details

Gender

Figure No. 39

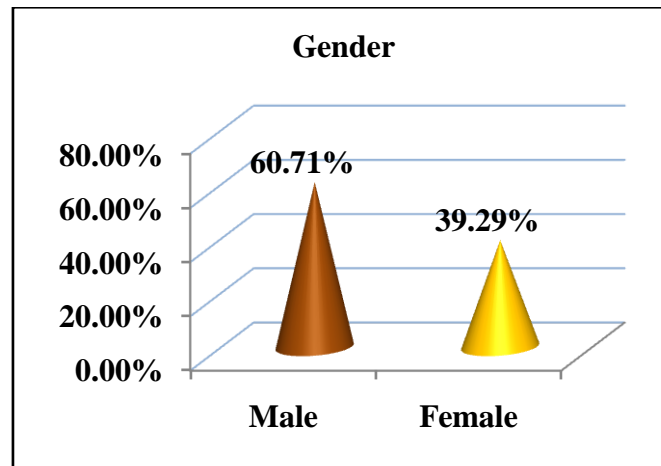


Table No. 39

Gender	Frequency	Percentage
Male	34	60.71%
Female	22	39.29%
Total	56	100.00%

Age Group

Figure No. 40

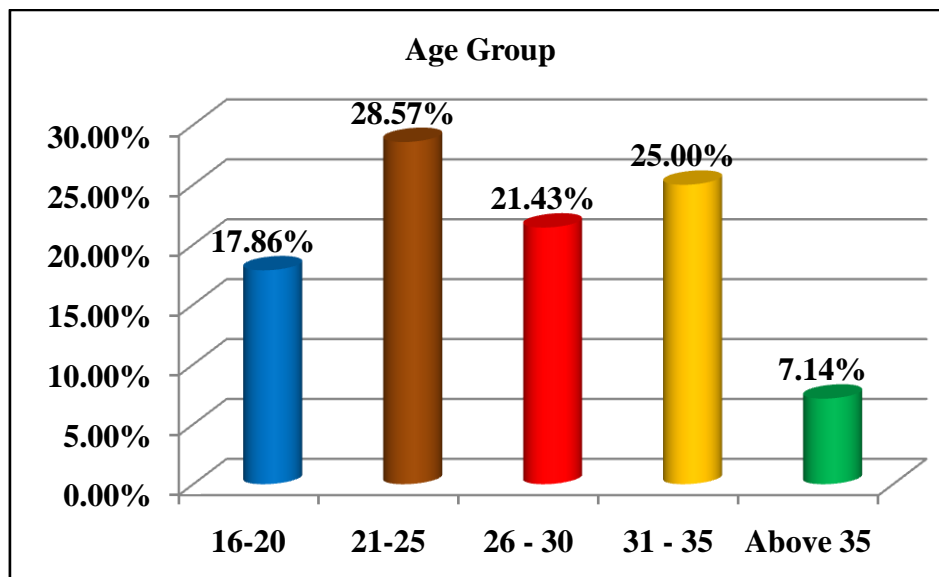


Table No. 40

Age Group	Frequency	Percentage
16-20	10	17.86%
21-25	16	28.57%
26 - 30	12	21.43%
31 - 35	14	25.00%
Above 35	4	7.14%
Total	56	100.00%

Marital Status

Figure No. 41

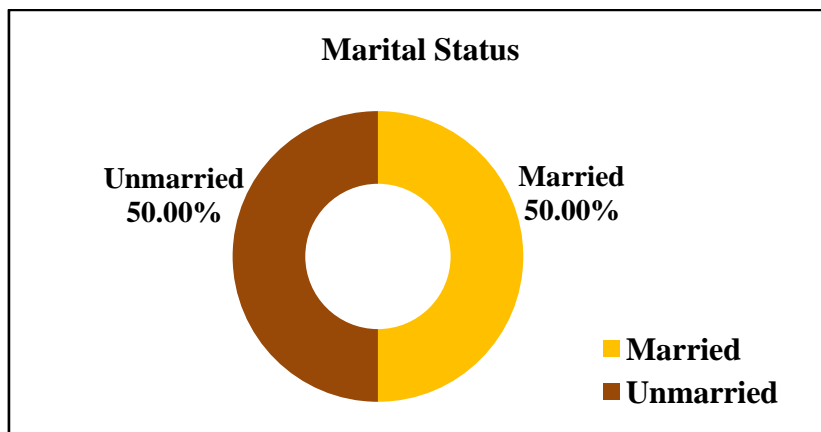


Table No. 41

Marital Status	Frequency	Percentage
Married	28	50.00%
Unmarried	28	50.00%
Total	56	100.00%

Education

Figure No. 42

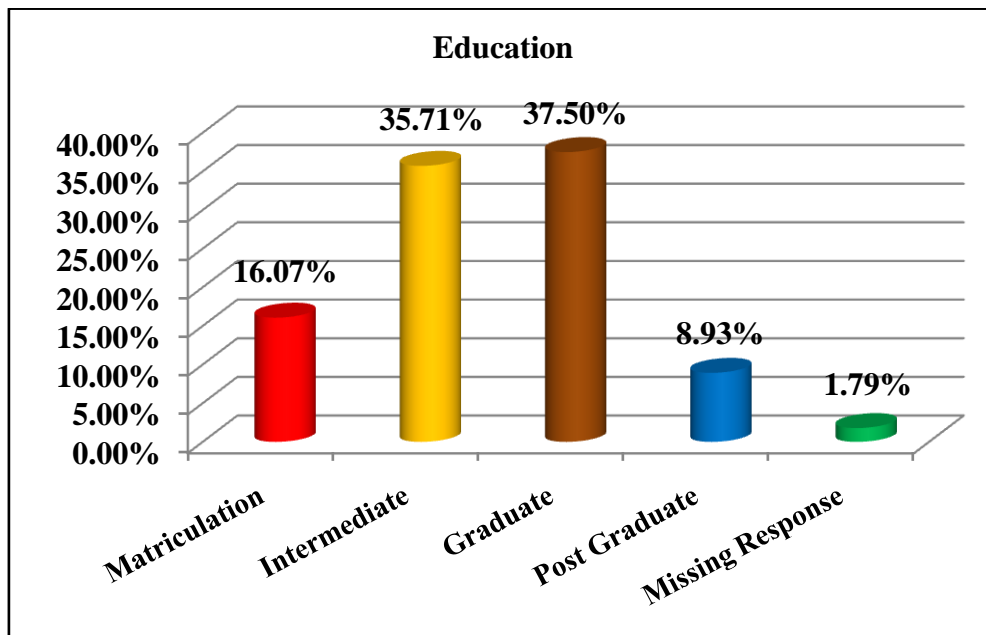


Table No. 42

Education	Frequency	Percentage
Matriculation	9	16.07%
Intermediate	20	35.71%
Graduate	21	37.50%
Post Graduate	5	8.93%
Missing Response	1	1.79%
Total	56	100.00%

Occupation

Figure No. 43

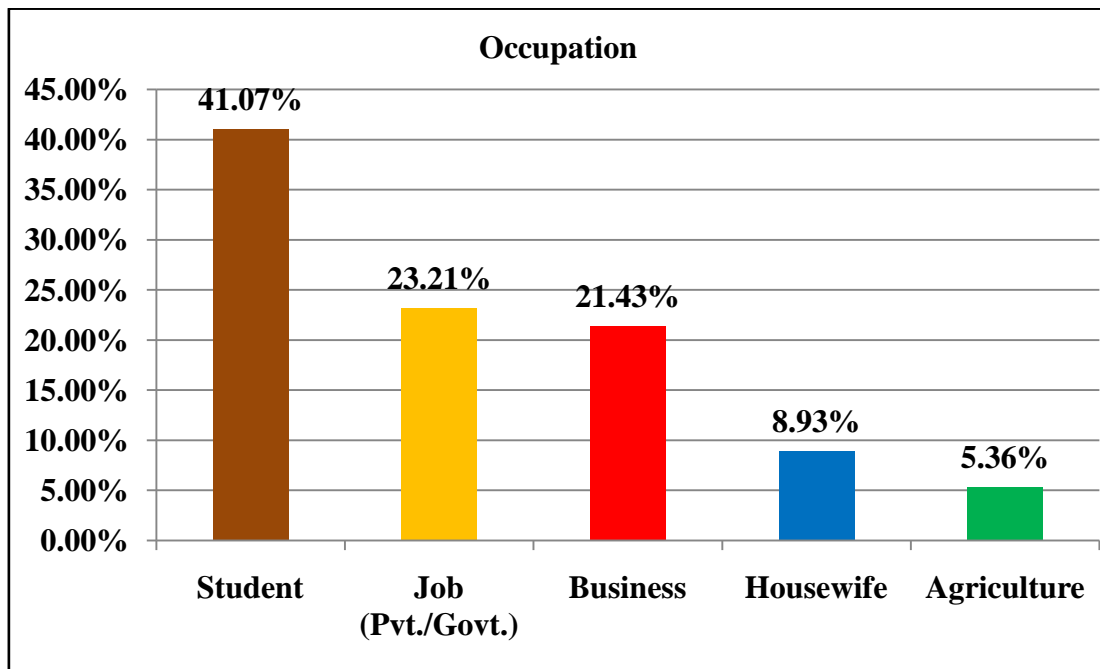


Table No. 43

Occupation	Frequency	Percentage
Student	23	41.07%
Job (Private / Government)	13	23.21%
Business	12	21.43%
Housewife	5	8.93%
Agriculture	3	5.36%
Total	56	100.00%

State / Country

Figure No. 44

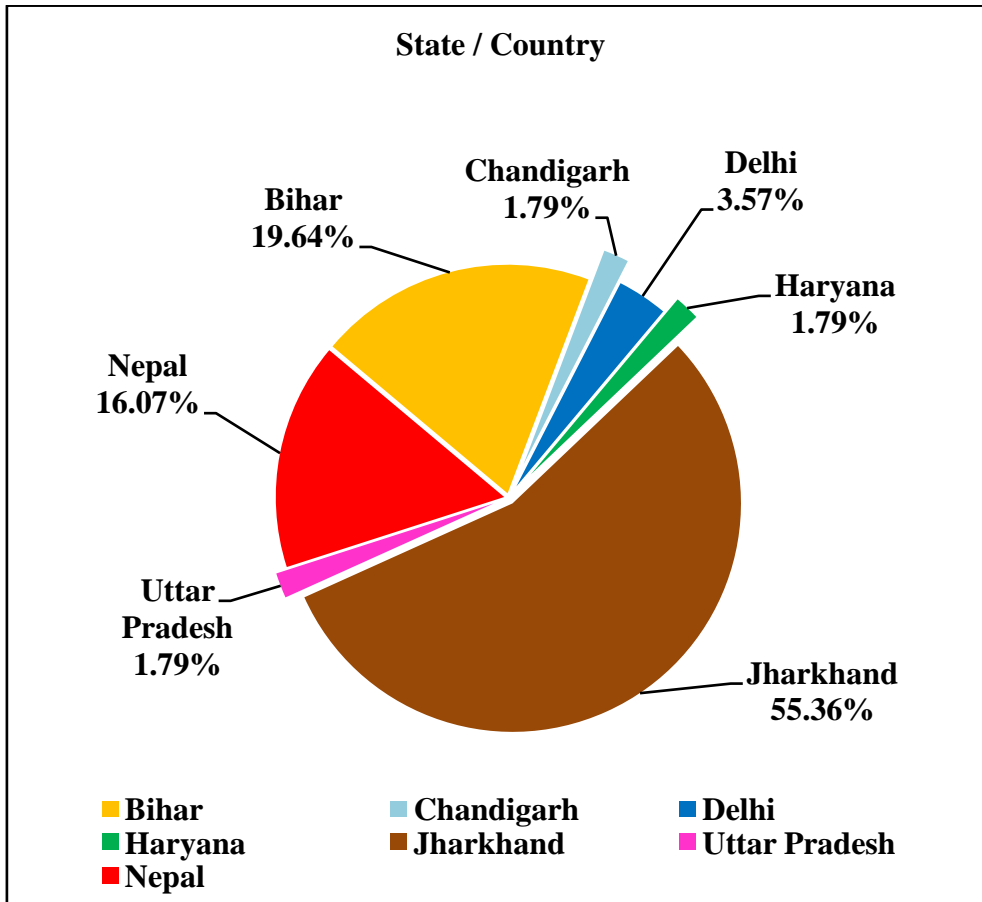


Table No. 44

State / Country	Frequency	Percentage
Bihar	11	19.64%
Chandigarh	1	1.79%
Delhi	2	3.57%
Haryana	1	1.79%
Jharkhand	31	55.36%
Uttar Pradesh	1	1.79%
Nepal	9	16.07%
Total	56	100.00%

9.3.2 Data Analyses

Q1) How did you get information about today's event of Prem Rawat?

Figure No. 45

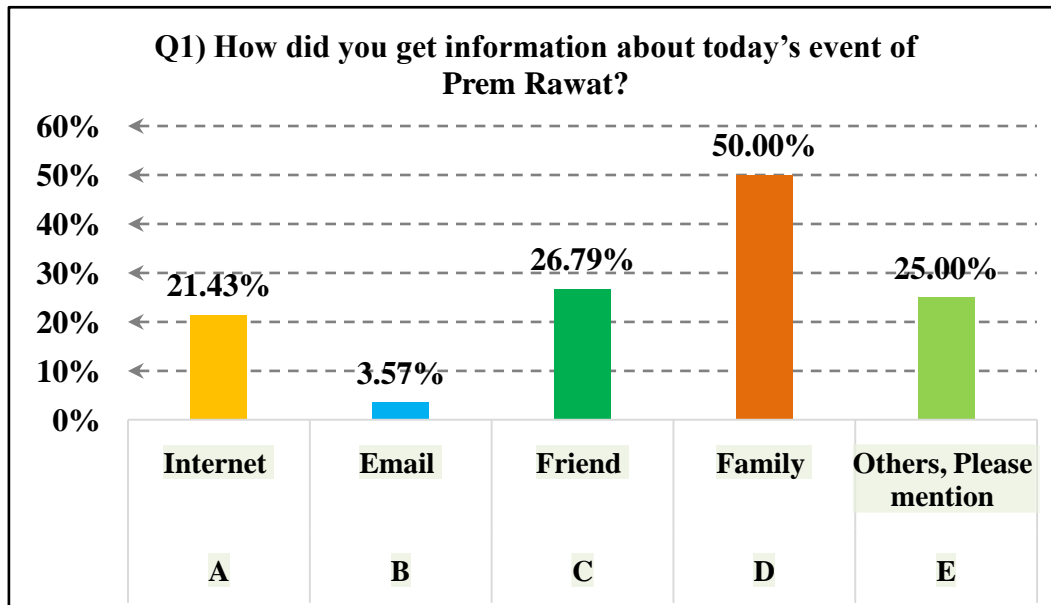


Table No. 45

Q1)	How did you get information about today's event of Prem Rawat?	Frequency	Percentage*
A	Internet	12	21.43%
B	Email	2	3.57%
C	Friend	15	26.79%
D	Family	28	50.00%
E	Others, Please mention	14	25.00%

Inference

The above figure (f-45) shows that half of the respondents (50 percent) said *Family* for getting information about live event of Prem Rawat in Ranchi, Jharkhand and very less respondents (3.57 percent) chose *Email*. It suggests that two step flow theory exists in the society, opinion leaders play important role in decision making. (*Most of the respondents opted more than one option).

Figure No. 46

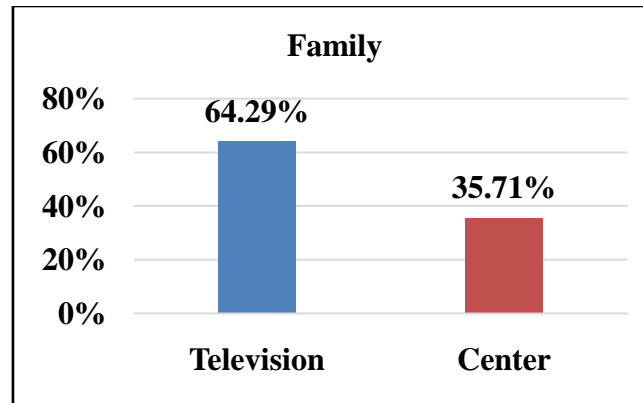


Table No. 46

Family	Frequency	Percentage
Television	18	64.29%
Center*	10	35.71%
Total	28	100.00%

(Center* - Raj Vidya Kender Information Center)

Inference

When the researcher dug to the respondents who chose the option family that how family got information about the live event, more than half of the respondents (64.29 percent) said *Television* and some of them (35.71 percent) told *Raj Vidya Kender Information Center*. Center is the place where they get information about upcoming events.

Figure No. 47

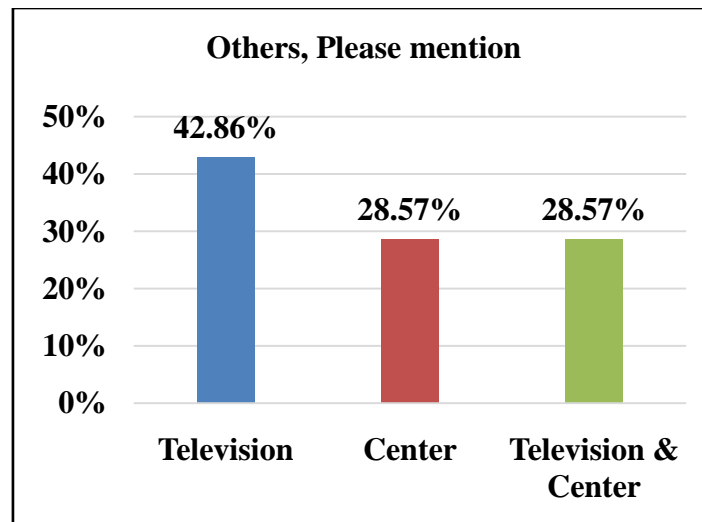


Table No. 47

Others, Please mention	Frequency	Others, Please mention
Television	6	42.86%
Center*	4	28.57%
Television & Center*	4	28.57%
Total	14	100.00%

(Center* - Raj Vidya Kender Information Center)

Inference

The researcher explored the option (*Others, Please Mention*), less than half of the respondents (42.86 percent) said *Television* and some of them (28.57 percent) opted *Raj Vidya Kender Information Center*, and some of them (28.57 percent) said both *Television and Center*. It is clear that somehow television play significant role in disseminating information regarding live event.

Figure No. 48

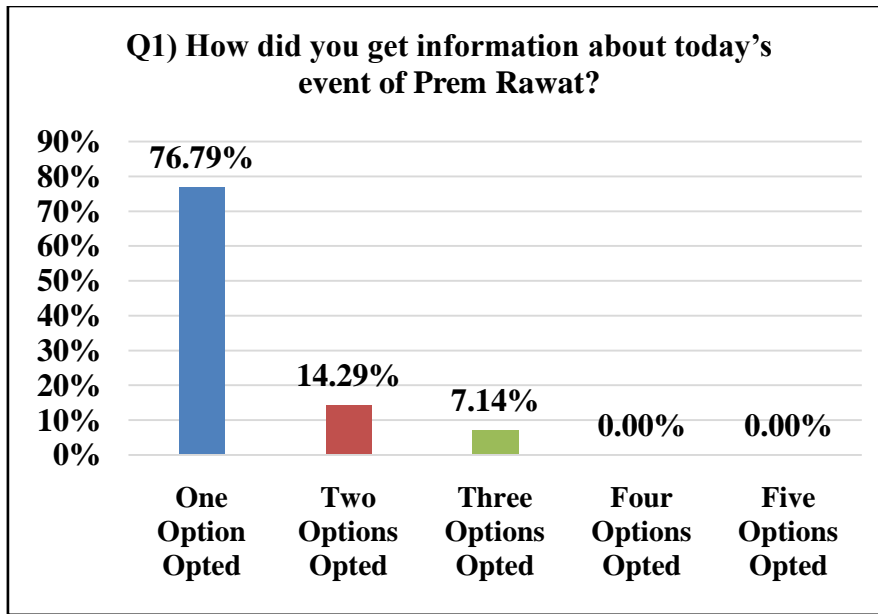


Table No. 48

Options Opted	Frequency	Percentage
One Option Opted	43	76.79%
Two Options Opted	8	14.29%
Three Options Opted	4	7.14%
Four Options Opted	0	0.00%
Five Options Opted	0	0.00%
Missing Response	1	1.79%

Inference

From the above figure (f-48) it is clear that respondents chose more than one option for the information regarding live event of Prem Rawat, so, 76.79 percent of the respondents chose one option. 14.29 percent of the respondents opted two options and three options were opted by 7.14 percent of the respondents.

Q2) Prem Rawat as a communicator, what rank would you give?

Figure No. 49

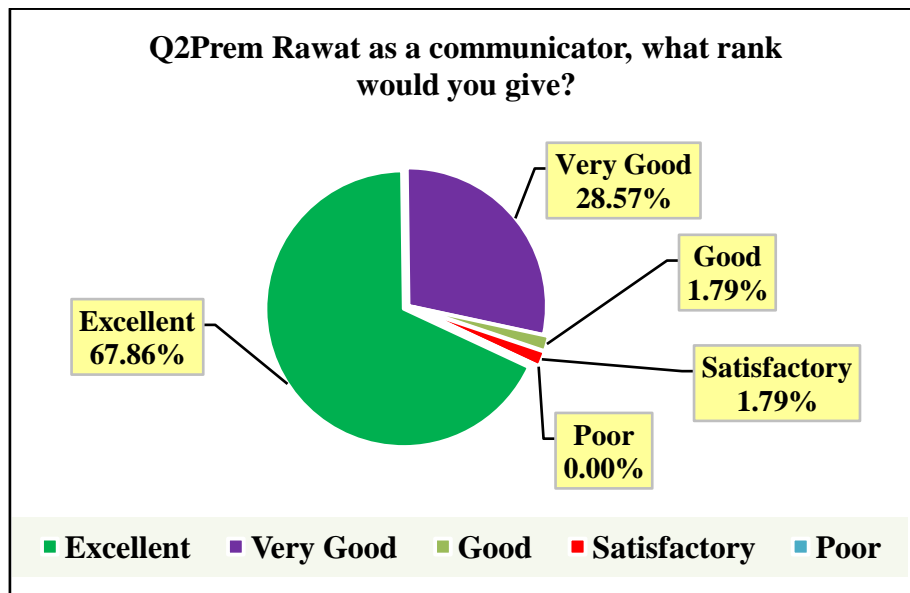


Table No. 49

Q2)	Prem Rawat as a communicator, what rank would you give?	Frequency	Percentage
A	Excellent	38	67.86%
B	Very Good	16	28.57%
C	Good	1	1.79%
D	Satisfactory	1	1.79%
E	Poor	0	0.00%
	Total	56	100.00%

Inference

The next question was based on Prem Rawat as a communicator, what rank respondents wanted to give, the figure (f-49) and table (t-49) show that more than half of the respondents (67.86 percent) selected *Excellent* and 28.57 percent of the respondents chose *Very Good*, and only 1.69 percent of the respondent selected *Satisfactory*. Therefore, it suggests that as a communicator he is effective.

Q3) The way he expressed his message / speech, how would you scale?

Figure No. 50

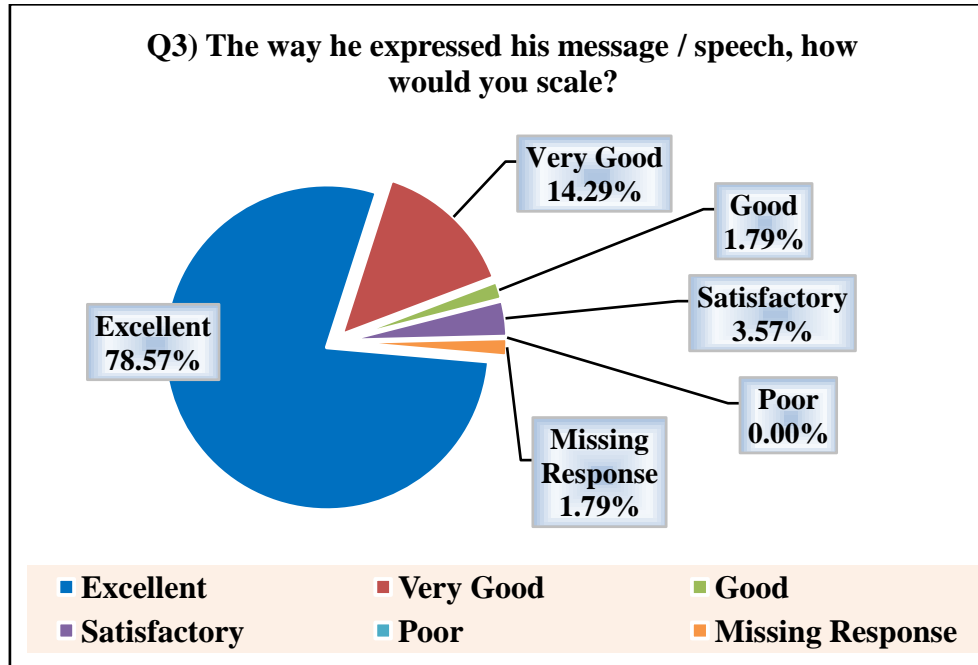


Table No. 50

Q3)	The way he expressed his message / speech, how would you scale?	Frequency	Percentage
A	Excellent	44	78.57%
B	Very Good	8	14.29%
C	Good	1	1.79%
D	Satisfactory	2	3.57%
E	Poor	0	0.00%
*	Missing Response	1	1.79%
	Total	56	100.00%

Inference

The next question was about the way Prem Rawat expressed his message / speech. From the above figure (f-50) it is clear that the more than three fourth of the respondents (78.57 percent) chose *Excellent* and only 3.57 percent of the respondent said *Satisfactory*.

Q4) Do you like the content of his message?

Figure No. 51

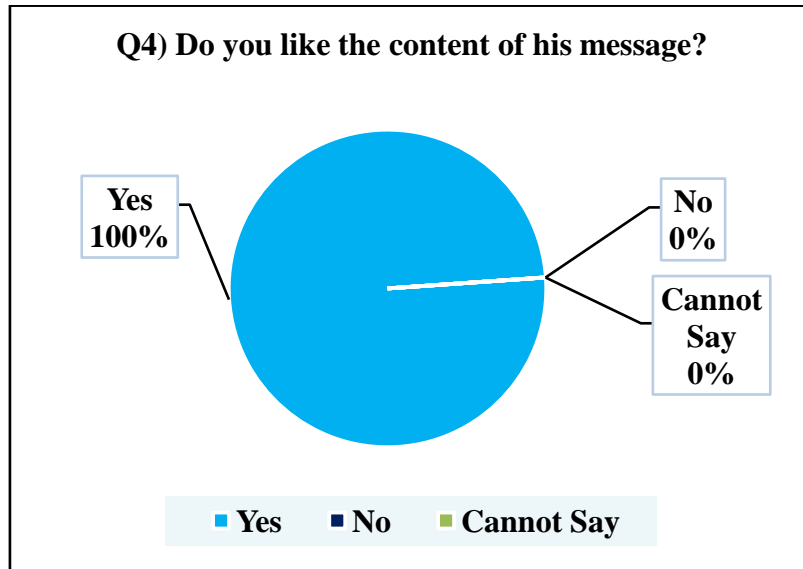


Table No. 51

Q4)	Do you like the content of his message?	Frequency	Percentage
A	Yes	56	100.00%
B	No	0	0.00%
C	Cannot Say	0	0.00%
	Total	56	100.00%

Inference

The question was based on the content of Prem Rawat message, the figure (f-51) shows that all of the respondents like the content of his message.

Q5) Do you agree with today's message / speech given by Prem Rawat?

Figure No. 52

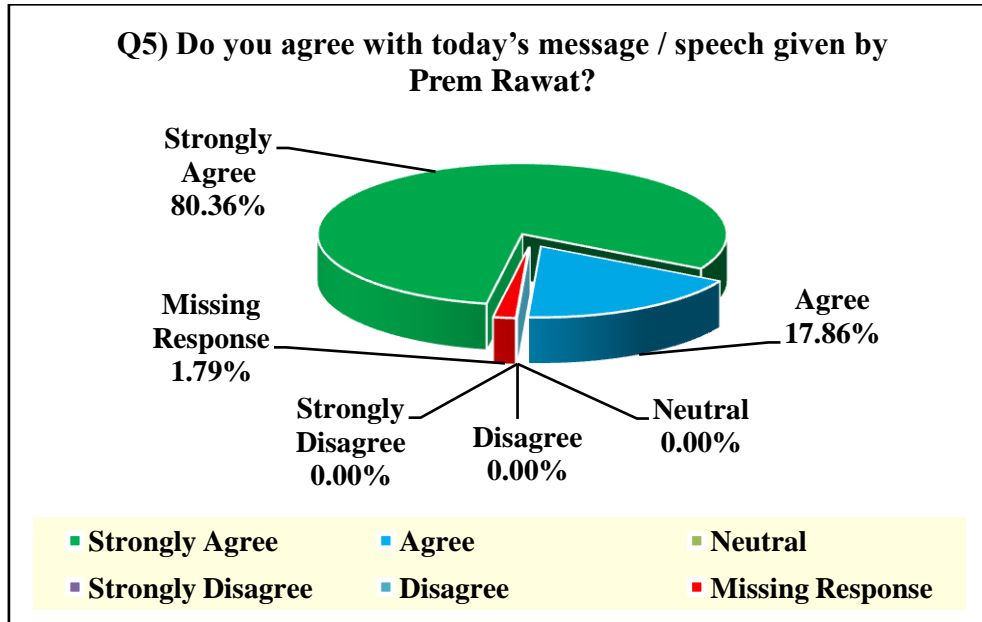


Table No. 52

Q5)	Do you agree with today's message / speech given by Prem Rawat?	Frequency	Percentage
A	Strongly Agree	45	80.36%
B	Agree	10	17.86%
C	Neutral	0	0.00%
D	Strongly Disagree	0	0.00%
E	Disagree	0	0.00%
*	Missing Response	1	1.79%
	Total	56	100.00%

Inference

The question was regarding Prem Rawat's message / speech of live event listened to by the respondents, whether they agree or disagree with today's message / speech? The above figure (f-52) shows that more than three fourth of the respondents (80.36 percent) strongly agree with it.

Q6) In this era of modernization and technology, do you think, the message / speech of Prem Rawat will help youngsters to overcome their depression or stress?

Figure No. 53

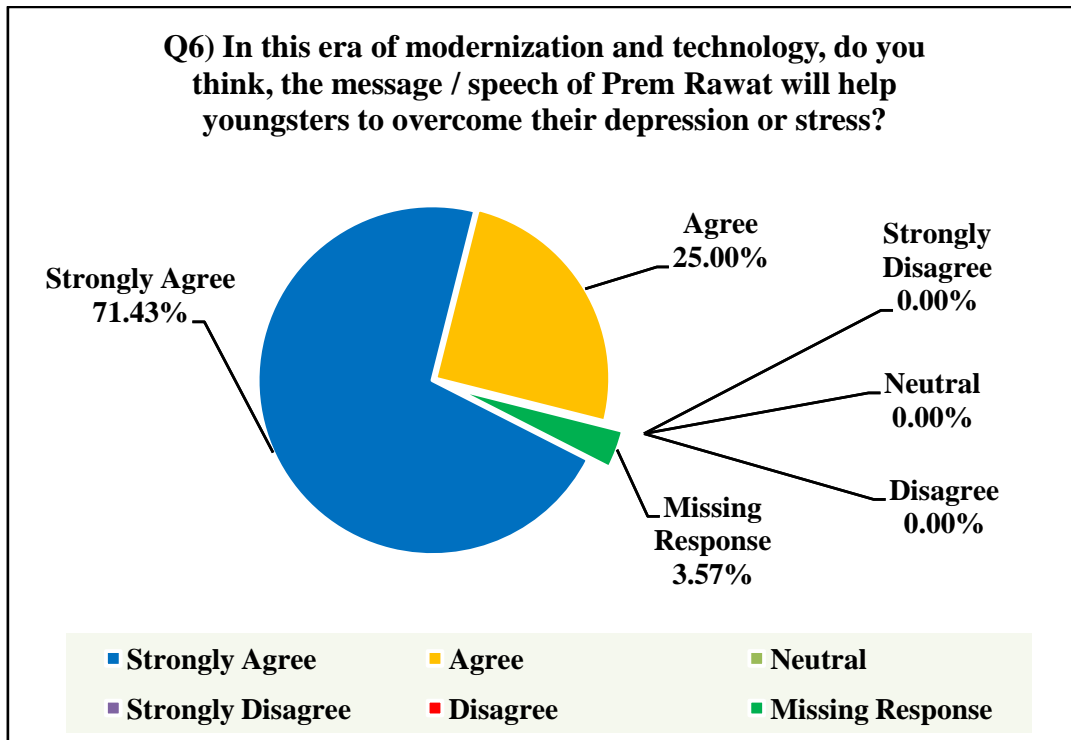


Table No. 53

Q6)	In this era of modernization and technology, do you think, the message / speech of Prem Rawat will help youngsters to overcome their depression or stress?	Frequency	Percentage
A	Strongly Agree	40	71.43%
B	Agree	14	25.00%
C	Neutral	0	0.00%
D	Strongly Disagree	0	0.00%
E	Disagree	0	0.00%
*	Missing Response	2	3.57%
	Total	56	100.00%

Inference

The above figure (f-53), opines that in this era of modernization and technology, the message / speech of Prem Rawat will help youngsters to overcome their depression and stress as almost three fourth of the respondents *Strongly Agree* (71.43 percent) and 25 percent *Agree* with it.

Q7) Will Prem Rawat’s message help you in your daily life?

Figure No. 54

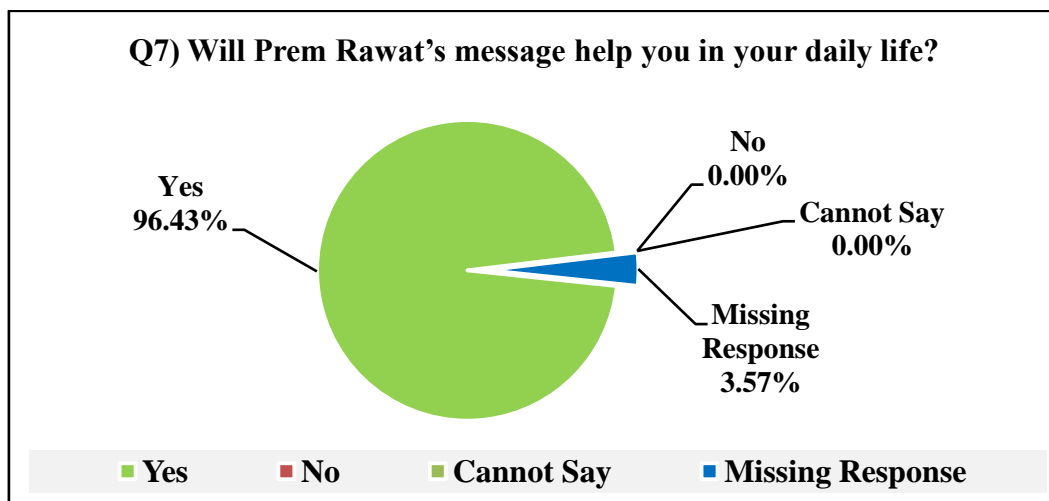


Table No. 54

Q7)	Will Prem Rawat’s message help you in your daily life?	Frequency	Percentage
A	Yes	54	96.43%
B	No	0	0.00%
C	Cannot Say	0	0.00%
*	Missing Response	2	3.57%
	Total	56	100.00%

Inference

The researcher wanted to know if Prem Rawat’s message helps respondents in their daily life. The above figure (f-54) opines that huge majority of the respondents (96.43 percent) answered in affirmative.

Q8) Apart from live event / program which medium / media do you access to listen to Prem Rawat?

Figure No. 55

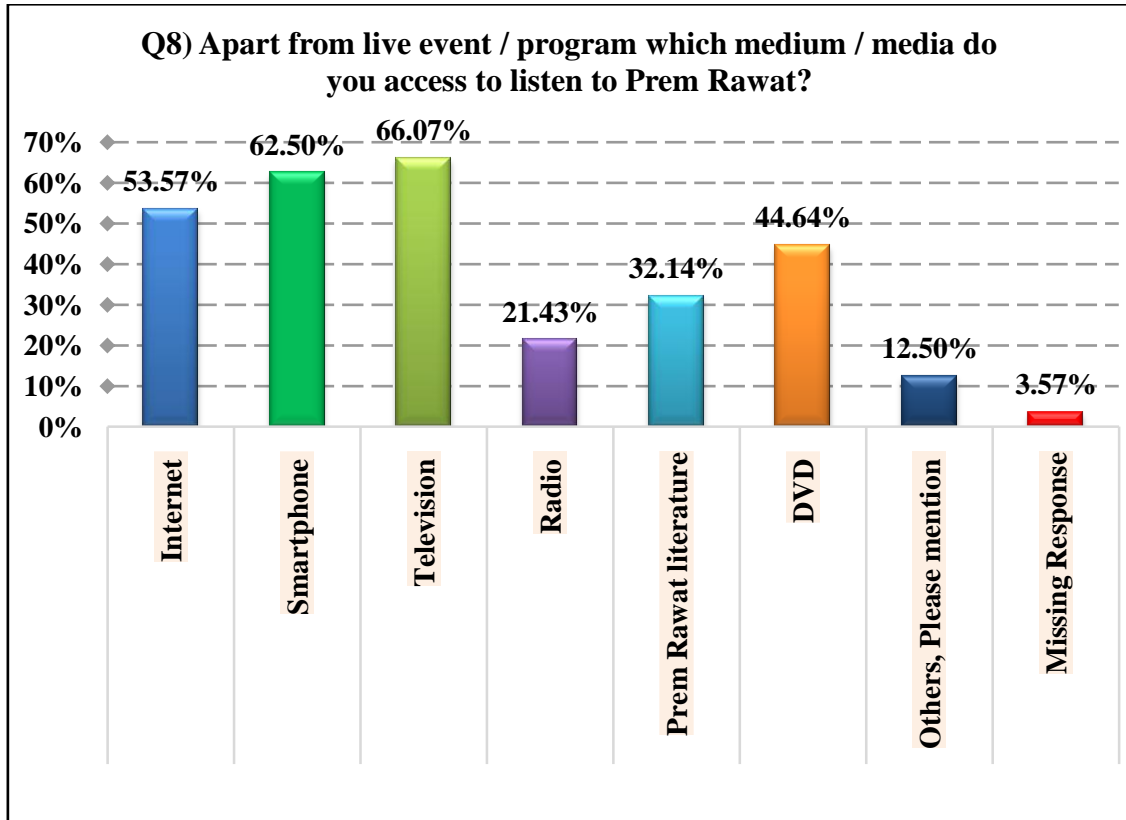


Table No. 55

Q8)	Apart from live event / program which medium / media do you access to listen to Prem Rawat?	Frequency	Percentage*
A	Internet	30	53.57%
B	Smartphone	35	62.50%
C	Television	37	66.07%
D	Radio	12	21.43%
E	Prem Rawat literature (Magazines, Books, Brochure etc.)	18	32.14%
F	DVD	25	44.64%
G	Others, Please mention	7	12.50%
*	Missing Response	2	3.57%

Inference

The next question was about the medium / media respondents access to listen to Prem Rawat apart from live event, more than half of the respondents (66.07 percent) said *Television* and 62.50 percent selected *Smartphone* and half of the respondents (53.57 percent) chose *Internet*. This opines that the respondents show more propensities for new media like *Internet* and *Smartphone*. (*Most of the respondents opted more than one option).

Figure No. 56

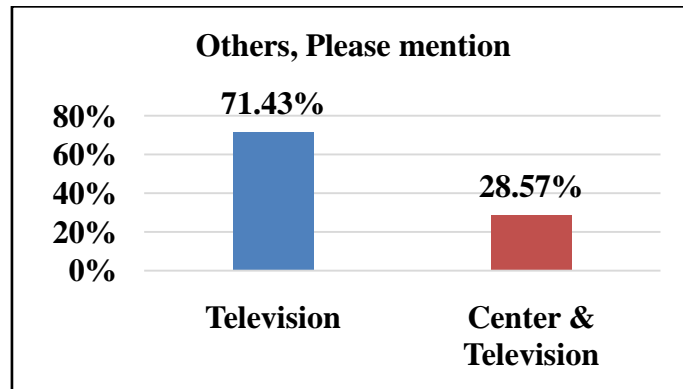


Table No. 56

Others, Please mention	Frequency	Percentage
Television	5	71.43%
Center* & Television	2	28.57%
Total	7	100.00%

(Center* - Raj Vidya Kender Information Center)

Inference

The researcher explored the option (*Others, Please Mention*), nearly three fourth of the respondents (71.43 percent) said *Television* and some of them (28.57 percent) chose *Raj Vidya Kender Information Center* and *Television* both.

Figure No. 57

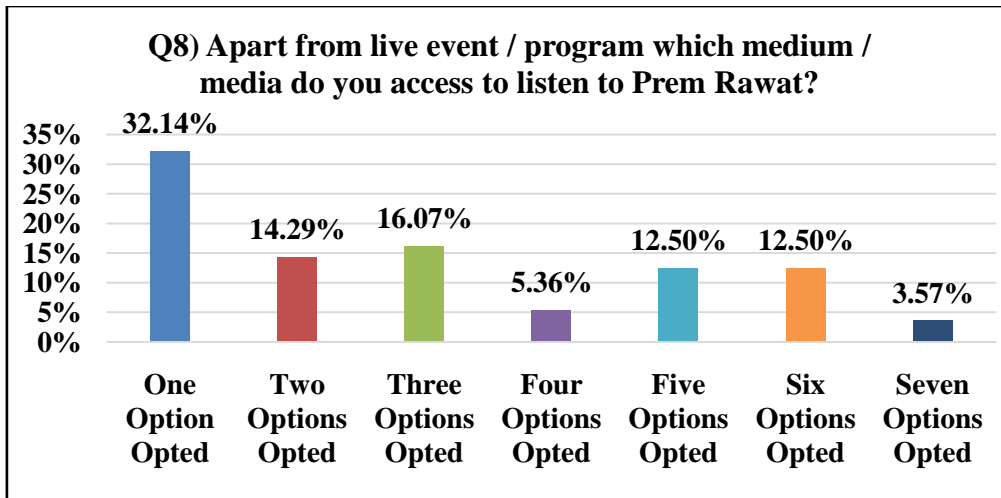


Table No. 57

Q8) Apart from live event / program which medium / media do you access to listen to Prem Rawat?		
Options Opted	Frequency	Percentage
One Option Opted	18	32.14%
Two Options Opted	8	14.29%
Three Options Opted	9	16.07%
Four Options Opted	3	5.36%
Five Options Opted	7	12.50%
Six Options Opted	7	12.50%
Seven Options Opted	2	3.57%
Missing Response	2	3.57%

Inference

The above figure (f-57) suggests that respondents chose more than one option for the information regarding apart from live event of Prem Rawat other medium / media respondents access to listen to his message, so, 32.14 percent of the respondents chose one option. 16.07 percent of the respondents opted three options and 14.29 percent of the respondents gave two options, both five options and six options were opted by 12.50 percent each.

Q9) What rank will you give to Prem Rawat as a ‘Communicator’, ‘his message’, ‘the way of expressing / communicating his message’ and ‘the influence of his message on you’?

Figure No. 58

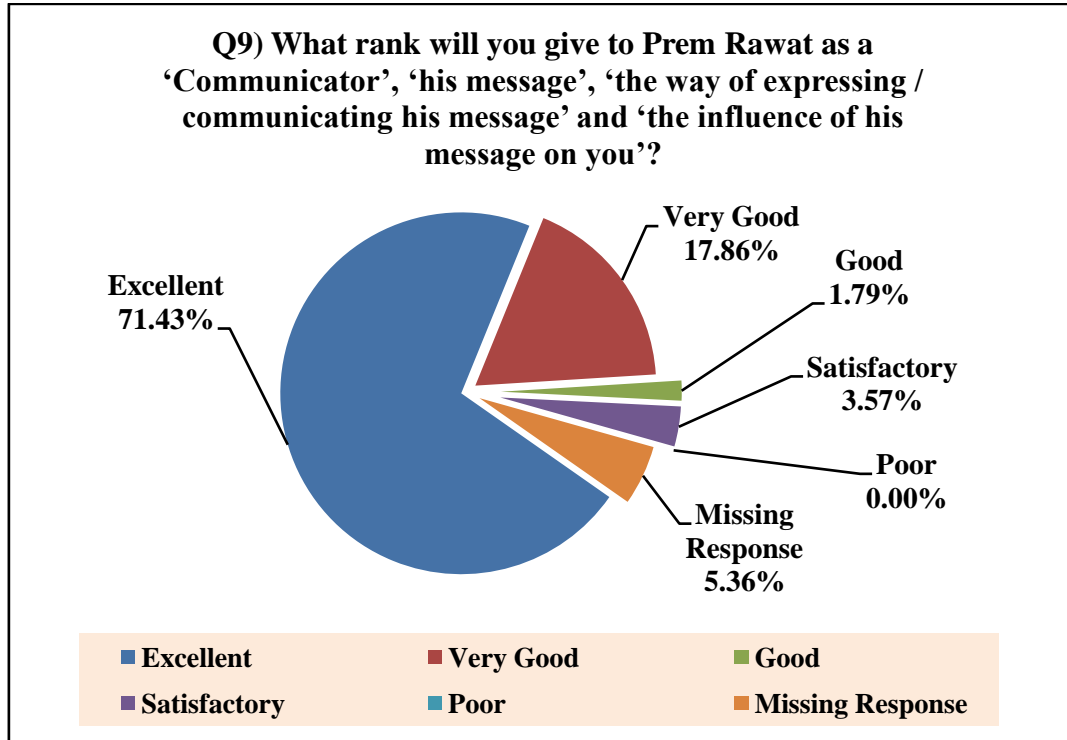


Table No. 58

Q9)	What rank will you give to Prem Rawat as a ‘Communicator’, ‘his message’, ‘the way of expressing / communicating his message’ and ‘the influence of his message on you’?	Frequency	Percentage
A	Excellent	40	71.43%
B	Very Good	10	17.86%
C	Good	1	1.79%
D	Satisfactory	2	3.57%
E	Poor	0	0.00%
*	Missing Response	3	5.36%
	Total	56	100.00%

Inference

The next question was to rank Prem Rawat as a ‘Communicator’, ‘his message’, ‘the way of expressing / communicating his message’ and ‘the influence of his message’, nearly three fourth of the respondents (71.43 percent) said *Excellent* and 17.86 percent of the respondents chose *Very Good*.

Q10) What did you like in his message / speech the most?

Figure No. 59

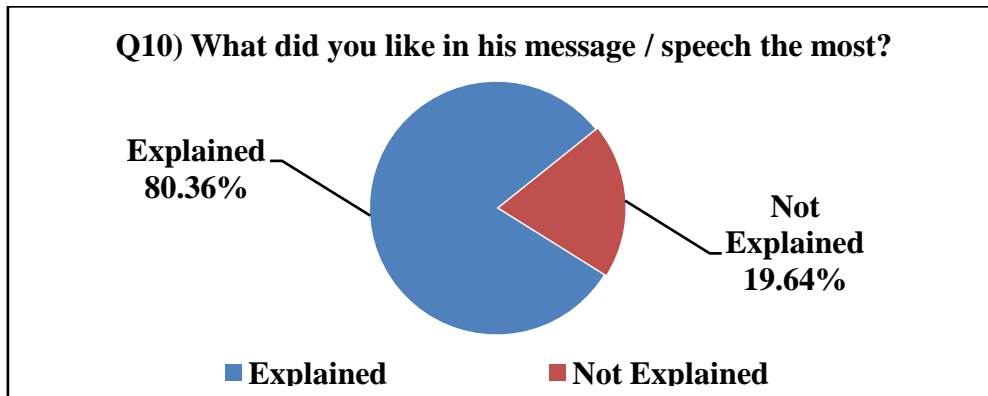


Table No. 59

Q10)	What did you like in his message / speech the most?	Frequency	Percentage
A	Explained*	45	80.36%
B	Not Explained*	11	19.64%
	Total	56	100.00%

(Explained* - Respondents who gave explanation)

(Not Explained* - Respondents who did not give explanation)

Inference

The above figure (f-59) opines that 80.36 percent of the respondents *Explained* and rest 19.64 percent *Did not Explain*.

The table below categorizes the explanation given by the respondents :

Table No. 60

S. No.	Explanations (Thematic)	No. of Respondents
1.	Peace / Inner Peace	26
2.	Remove orthodox Boundaries	5
3.	Real Life Examples / Facts	4
4.	Hanuman and Ram Story Example	5
5.	Light the Lamp Within and Remove Darkness / One Lighten Candle can Lit Other Candle Example	5
6.	Inspiration for Youngsters	3
7.	Whatever You Want to Do, Do It Now	2
8.	Doha / Saying	2
9.	Know thy Self	1
10.	Humanity / Human Being / Mercy	8
11.	Listen to Your Heart	1
12.	Importance of Breathe	1
13.	Focus / Satisfaction / Hope	5
14.	Face the Problems like the New Born Baby	2
15.	Story	2
16.	Equality / His Message is Beyond Caste, Creed, Culture / His Message is for Everyone	4
17.	Spirituality	1
18.	Don't Break Nature's Rules	3
19.	Simple way of Explaining Things / Everything whatever he Said	9

9.3.3 Major Findings

- **Objective :** To study Prem Rawat as an inspirational communicator and impact of his message among youth participating in live event
- **Result :** The study suggests that Prem Rawat as an inspirational communicator and his message mostly liked by the youngsters and would impact positively on the life of youngsters question no. 2, 3, 4,5 and 9 are based on this objective.
- **Objective :** To analyze if Prem Rawat message helps youngsters to overcome their stress or depression
- **Result :** Question no. 6, 7 and 10 are related to the above objective and the researcher found that majority of the respondents agreed that in this era of modernization and technology, the message / speech of Prem Rawat will help youngsters to overcome their depression or stress. The most liked things in his message / speech were importance of peace and internal peace, listen to your heart, real life facts, know thy self, importance of breathe, humanity, mercy, hope, satisfaction, equality, etc. which would definitely motivate youngsters.
- **Objective :** To understand the medium / media access by youngsters to listen to his message
- **Result :** According to the above objective, the researcher asked some questions from the respondents, question no. 1 and 8 are interlinked. The study helps to analyze that majority of the respondents access television, internet and smartphone. Friends, Family and Raj Vidya Kender Information Center also contributed to explore live event of Prem Rawat and it could help to overcome stress or depression.

9.4 Introduction

Part Three :

Post Live Event Survey in Bareilly

All kind of usage of language comprises a certain amount of element of persuasion and motivation in them. The origin of motivation can be traced back to the time of ancient scholars such as Plato, Aristotle and Socrates. Prem Rawat live event was held in Bareilly, Uttar Pradesh, India. The Researcher wanted to know the impact of his message on respondents after listening to him.

9.4.1 Demographic Details

Gender

Figure No. 60

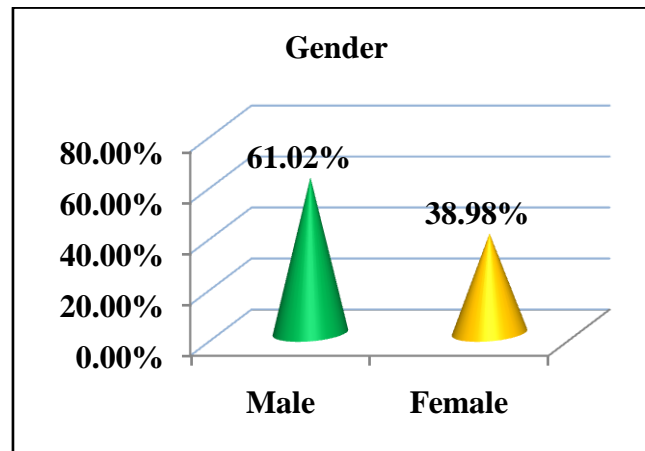


Table No. 61

Gender	Frequency	Percentage
Male	36	61.02%
Female	23	38.98%
Total	59	100.00%

Age Group

Figure No. 61

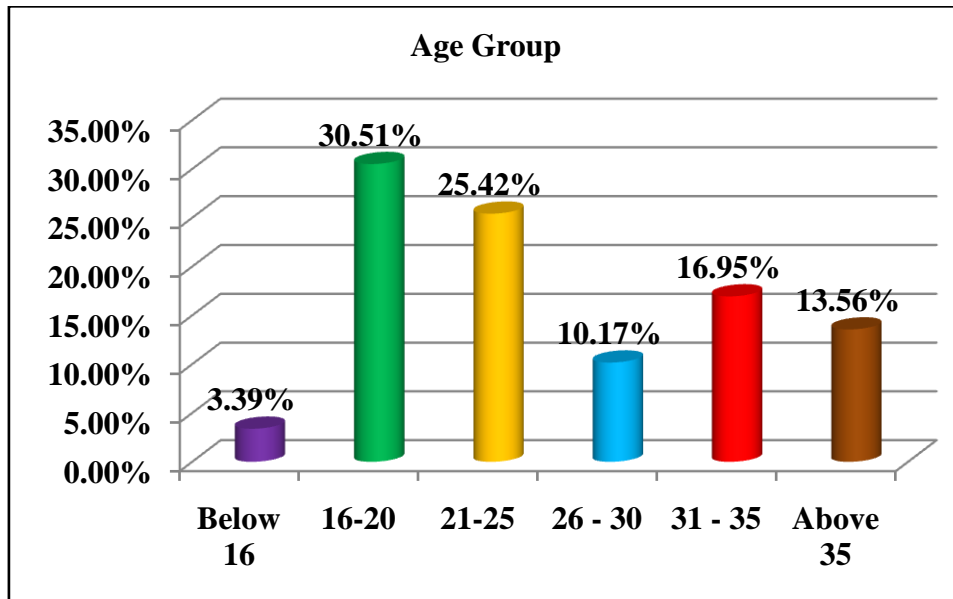


Table No. 62

Age Group	Frequency	Percentage
Below 16	2	3.39%
16-20	18	30.51%
21-25	15	25.42%
26 - 30	6	10.17%
31 - 35	10	16.95%
Above 35	8	13.56%
Total	59	100.00%

Figure No. 62

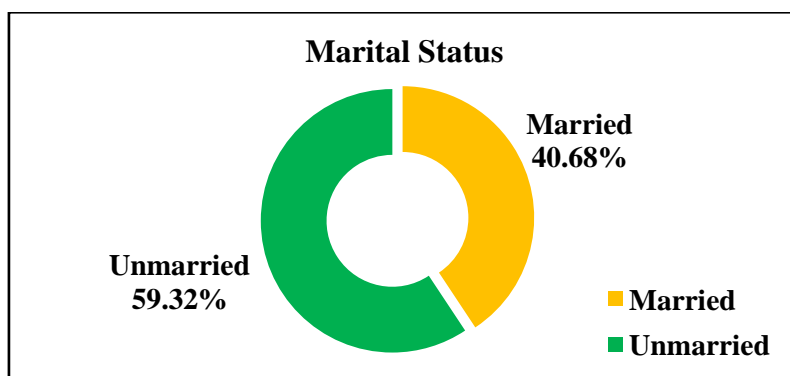


Table No. 63

Marital Status	Frequency	Percentage
Married	24	40.68%
Unmarried	35	59.32%
Total	59	100.00%

Education

Figure No. 63

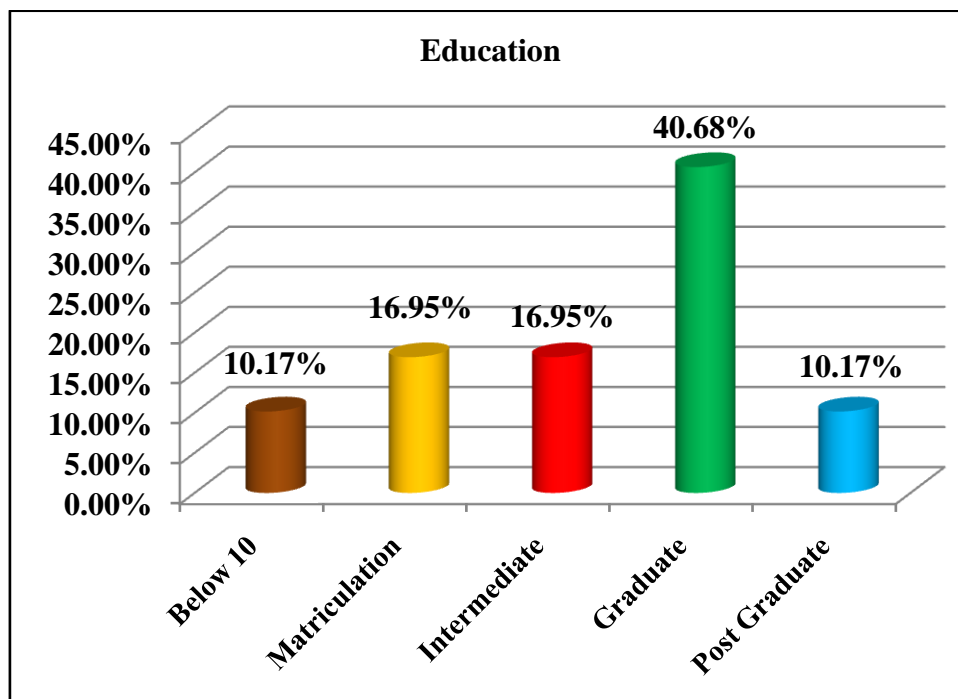


Table No. 64

Education	Frequency	Percentage
Below 10	6	10.17%
Matriculation	10	16.95%
Intermediate	10	16.95%
Graduate	24	40.68%
Post Graduate	6	10.17%
Missing Response	3	5.08%
Total	59	100.00%

Occupation

Figure No. 64

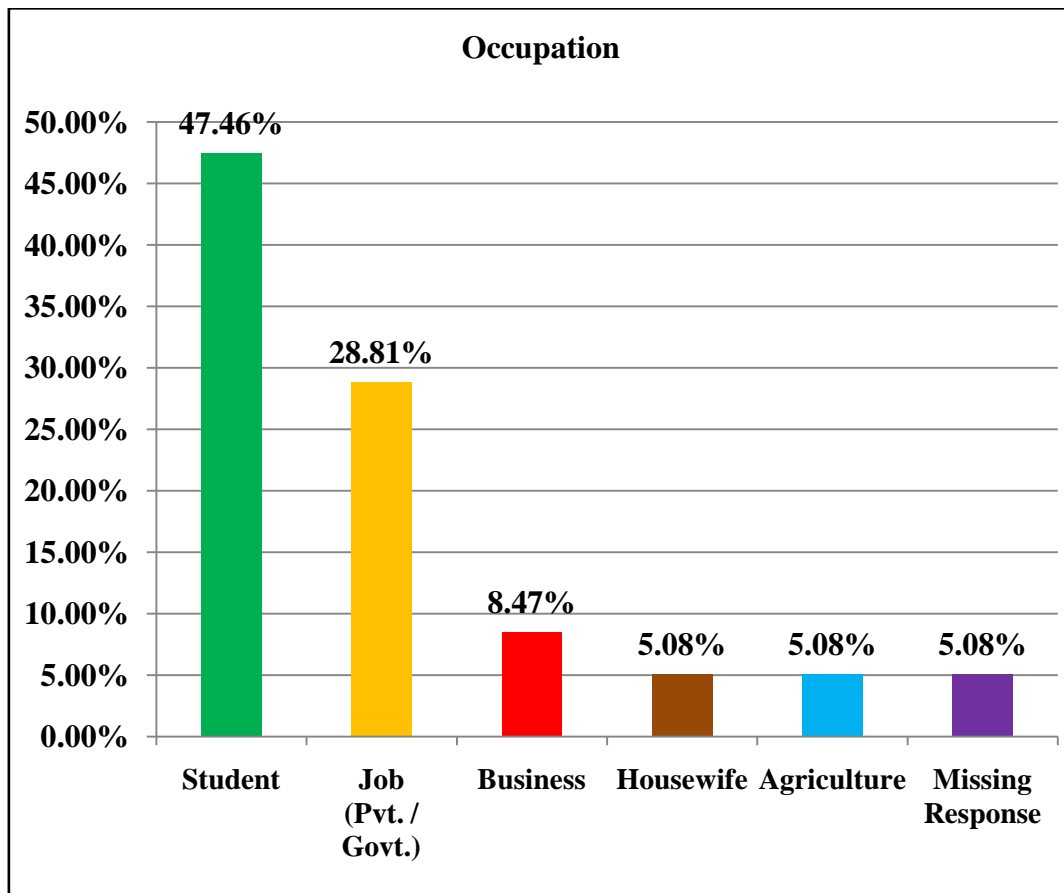


Table No. 65

Occupation	Frequency	Percentage
Student	28	47.46%
Job (Pvt. / Govt.)	17	28.81%
Business	5	8.47%
Housewife	3	5.08%
Agriculture	3	5.08%
Missing Response	3	5.08%
Total	59	100.00%

State

Figure No. 65

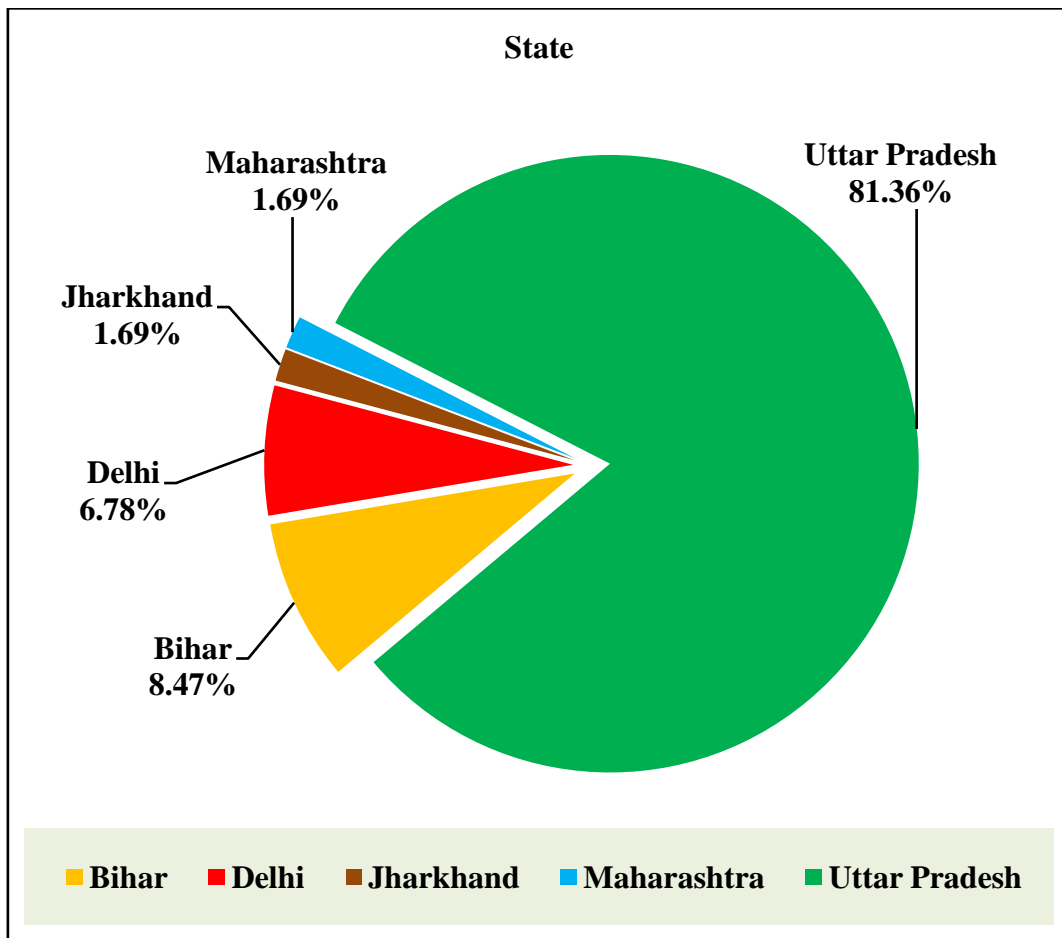


Table No. 66

State	Frequency	Percentage
Bihar	5	8.47%
Delhi	4	6.78%
Jharkhand	1	1.69%
Maharashtra	1	1.69%
Uttar Pradesh	48	81.36%
Total	59	100.00%

9.4.2 Data Analyses

Q1) How did you get information about today's event of Prem Rawat?

Figure No. 66

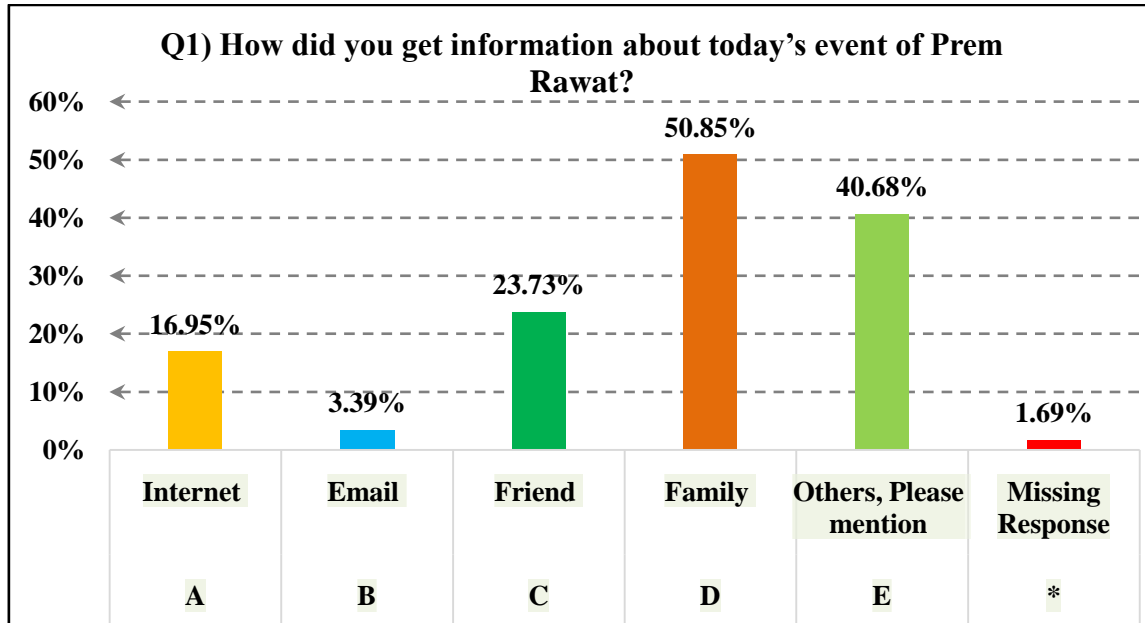


Table No. 67

Q1)	How did you get information about today's event of Prem Rawat?	Frequency	Percentage*
A	Internet	10	16.95%
B	Email	2	3.39%
C	Friend	14	23.73%
D	Family	30	50.85%
E	Others, Please mention	24	40.68%
*	Missing Response	1	1.69%

Inference

According to the figure (f-66) shown above it is clear that half of the respondents (50.85 percent) chose *Family* for getting information about live event of Prem Rawat in Bareilly, Uttar Pradesh and a very less respondents (3.39 percent) said *Email*. This suggests that two step flow theory exists in the society and opinion leaders play important role in decision making. (*Most of the respondents opted more than one option).

Figure No. 67

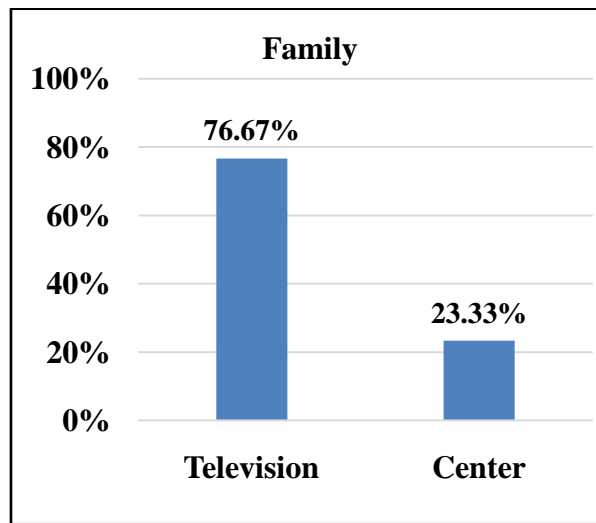


Table No. 68

Family	Frequency	Percentage
Television	23	76.67%
Center*	7	23.33%
Total	30	100.00%

(Center* - Raj Vidya Kender Information Center)

Inference

The researcher asked the respondents who chose the option *Family* that how their respective families got information about the live event, more than three-fourth of the respondents (76.67 percent) said *Television* and some of them (23.33 percent) chose *Raj Vidya Kender Information Center*. Center is the place where they get information about upcoming events.

Figure No. 68

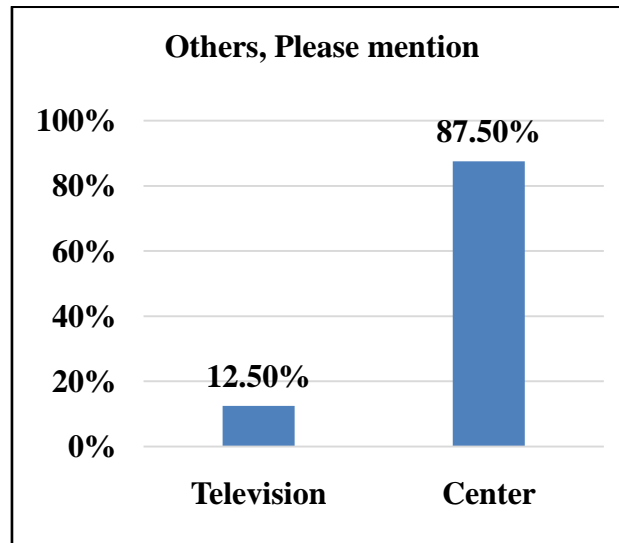


Table No. 69

Others, Please mention	Frequency	Percentage
Television	3	12.50%
Center*	21	87.50%
Total	24	100.00%

(Center* - Raj Vidya Kender Information Center)

Inference

The researcher explored the option (*Others, Please Mention*), majority of the respondents (87.50 percent) said *Center* and some of them (12.50 percent) opined *Television*. *Television* and *Center* both have somehow equal importance in disseminating information regarding live event.

Figure No. 69

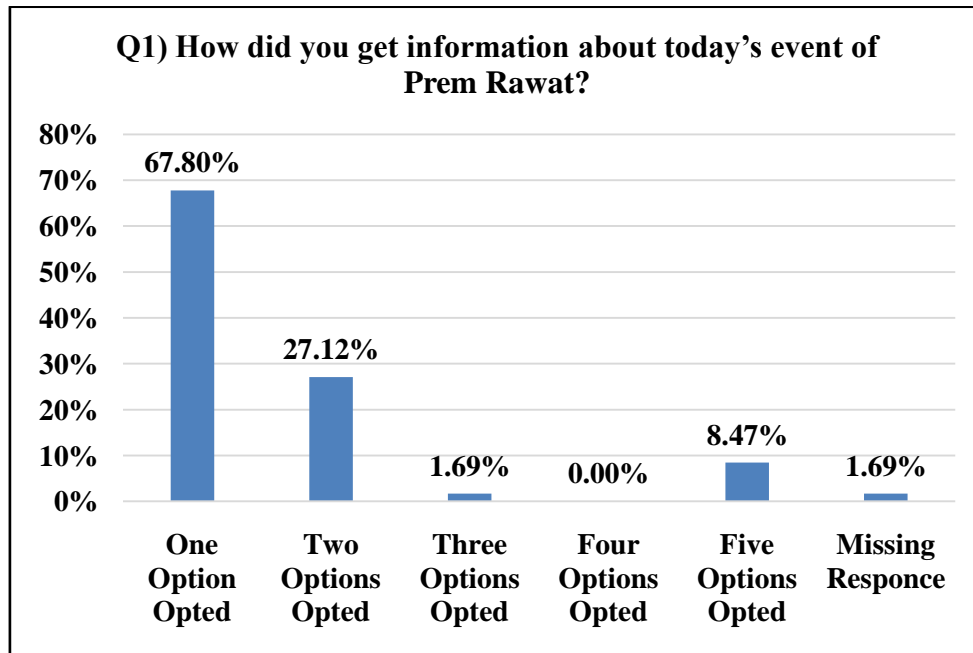


Table No. 70

Options Opted	Frequency	Percentage
One Option Opted	40	67.80%
Two Options Opted	16	27.12%
Three Options Opted	1	1.69%
Four Options Opted	0	0.00%
Five Options Opted	5	8.47%
Missing Response	1	1.69%

Inference

The above figure (f-69) depicts that respondents chose more than one option for the information regarding live event of Prem Rawat, so, 67.80 percent of the respondents chose one option. 27.12 percent of the respondents opted two options and 8.47 percent of the respondents gave five options, 1.69 percent of the respondents opted three options.

Q2) Prem Rawat as a communicator, what rank would you give?

Figure No. 70

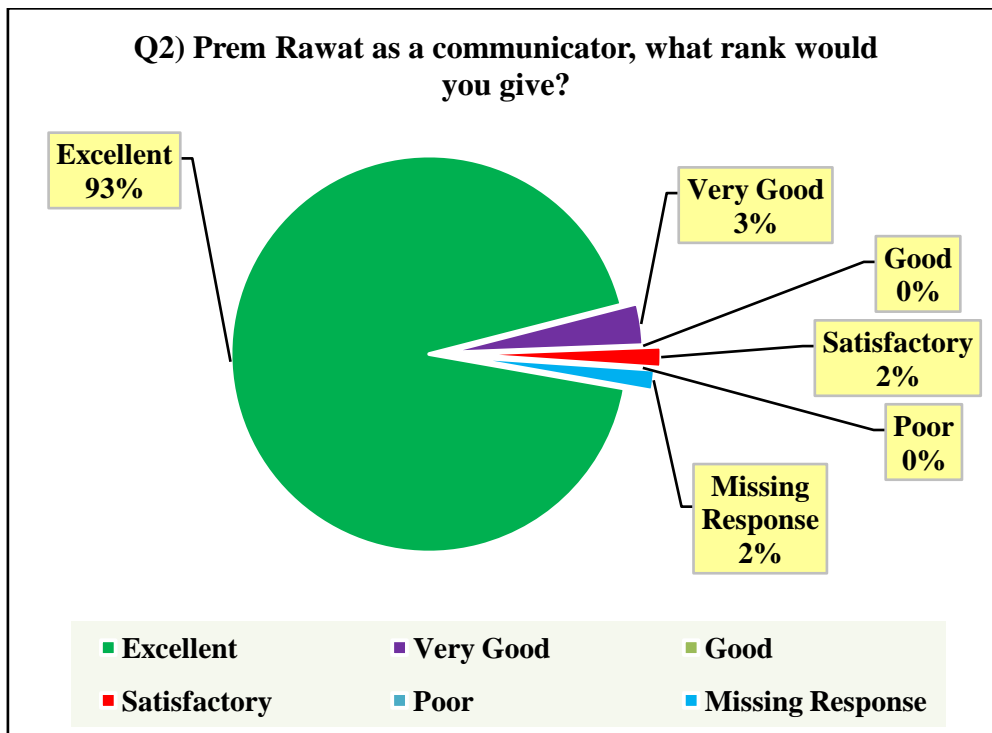


Table No. 71

Q2)	Prem Rawat as a communicator, what rank would you give?	Frequency	Percentage
A	Excellent	55	93.22%
B	Very Good	2	3.39%
C	Good	0	0.00%
D	Satisfactory	1	1.69%
E	Poor	0	0.00%
*	Missing Response	1	1.69%
	Total	59	100.00

Inference

The figure (f-70) and table (t-71) show that huge majority of the respondents (93.22 percent) chose *Excellent* and only 1.69 percent of the respondent selected *Satisfactory*.

Q3) The way he expressed his message / speech, how would you scale?

Figure No. 71

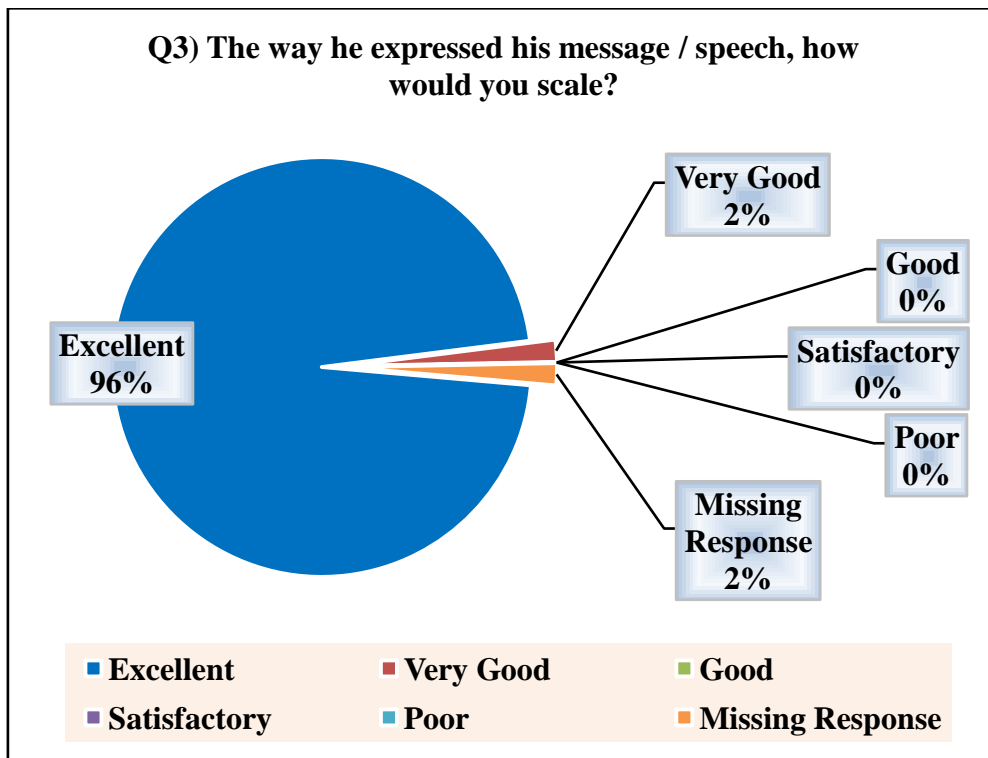


Table No. 72

Q3)	The way he expressed his message / speech, how would you scale?	Frequency	Percentage
A	Excellent	57	96.61%
B	Very Good	1	1.69%
C	Good	0	0.00%
D	Satisfactory	0	0.00%
E	Poor	0	0.00%
*	Missing Response	1	1.69%
	Total	59	100.00

Inference

The next question was about the way Prem Rawat expressed his message / speech. From the above figure (f-71) it is clear that huge majority of the respondents (96.61 percent) chose *Excellent* and only 1.69 percent of the respondent said *Very Good*.

Q4) Do you like the content of his message?

Figure No. 72

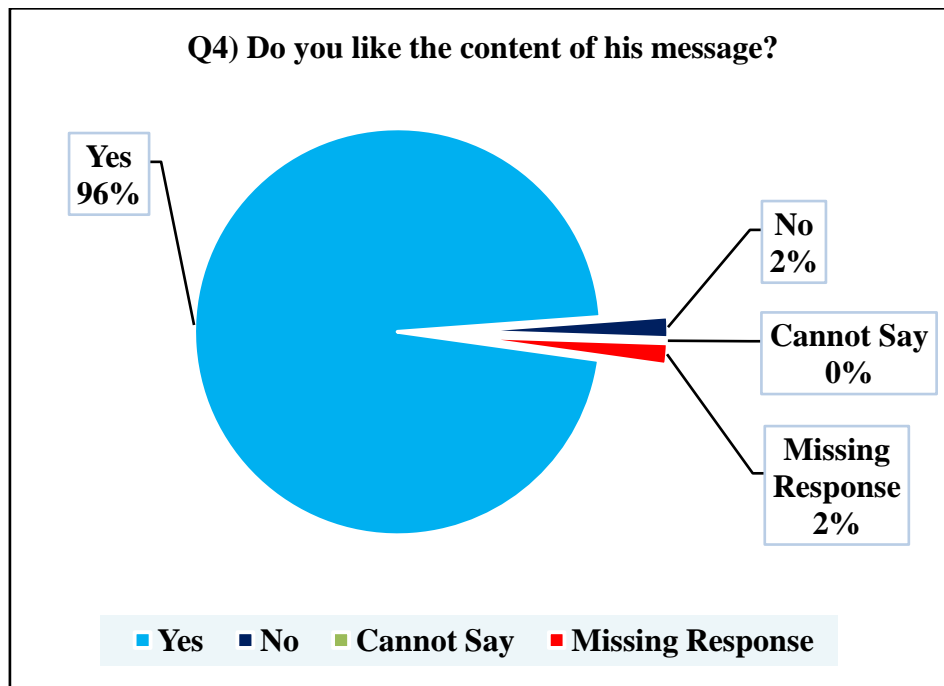


Table No. 73

Q4)	Do you like the content of his message?	Frequency	Percentage
A	Yes	57	96.61%
B	No	1	1.69%
C	Cannot Say	0	0.00%
*	Missing Response	1	1.69%
	Total	59	100.00

Inference

The question was based on the content of Prem Rawat message, the figure (f-72) shows that huge majority of the respondents chose *Yes* and only 1.69 percent said *No*.

Q5) Do you agree with today's message / speech given by Prem Rawat?

Figure No. 73

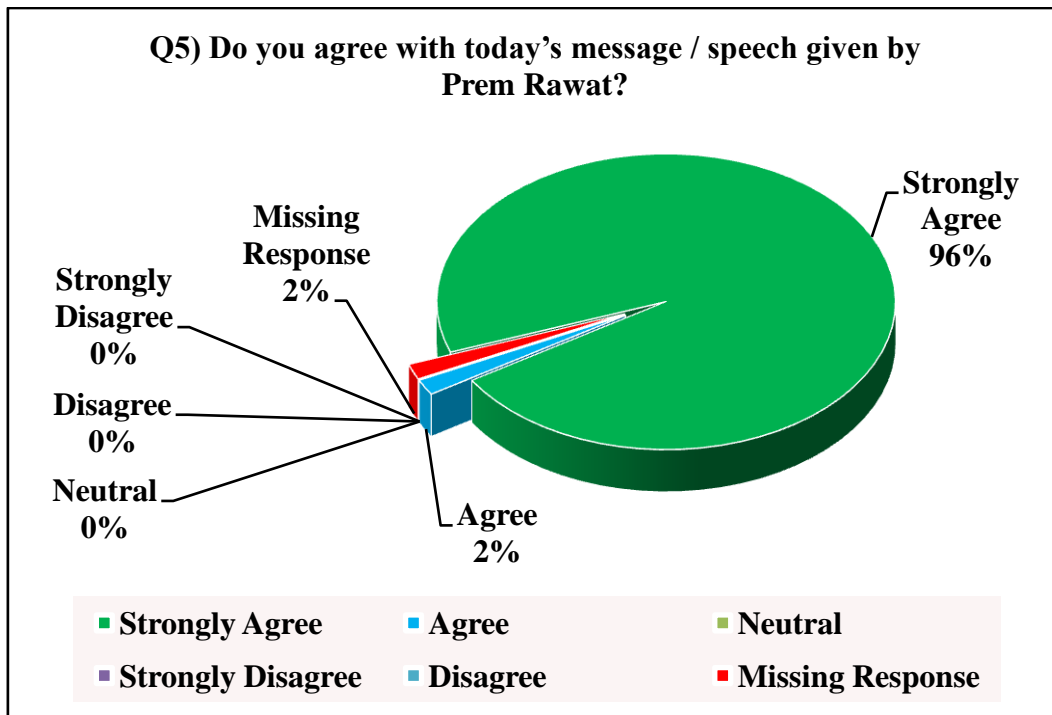


Table No. 74

Q5)	Do you agree with today's message / speech given by Prem Rawat?	Frequency	Percentage
A	Strongly Agree	57	96.61%
B	Agree	1	1.69%
C	Neutral	0	0.00%
D	Strongly Disagree	0	0.00%
E	Disagree	0	0.00%
*	Missing Response	1	1.69%
	Total	59	100.00

Inference

The question was whether Prem Rawat's message / speech of live event listened to by the respondents, 'do they agree or disagree with the message / speech'? The above figure (f-73) explains that huge majority of the respondents (96.61 percent) *Strongly Agree* with it.

Q6) In this era of modernization and technology, do you think, the message / speech of Prem Rawat will help youngsters to overcome their depression or stress?

Figure No. 74

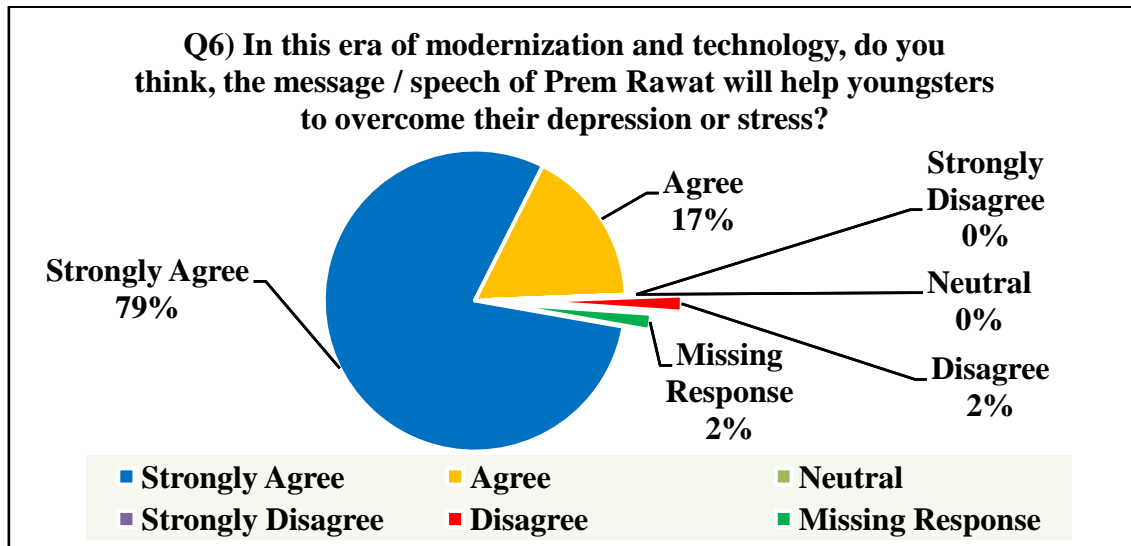


Table No. 75

Q6)	In this era of modernization and technology, do you think, the message / speech of Prem Rawat will help youngsters to overcome their depression or stress?	Frequency	Percentage
A	Strongly Agree	47	79.66%
B	Agree	10	16.95%
C	Neutral	0	0.00%
D	Strongly Disagree	0	0.00%
E	Disagree	1	1.69%
*	Missing Response	1	1.69%
	Total	59	100.00

Inference

According to the above figure (f-74), it can be understood that in this era of modernization and technology, the message / speech of Prem Rawat will help youngsters to overcome their depression or stress. More than three-fourth of the respondents said *Strongly Agree* (79.66 percent), 16.95 percent chose *Agree* and only 1.69 percent of the respondents states *Disagree*.

Q7) Will Prem Rawat's message help you in your daily life?

Figure No. 75

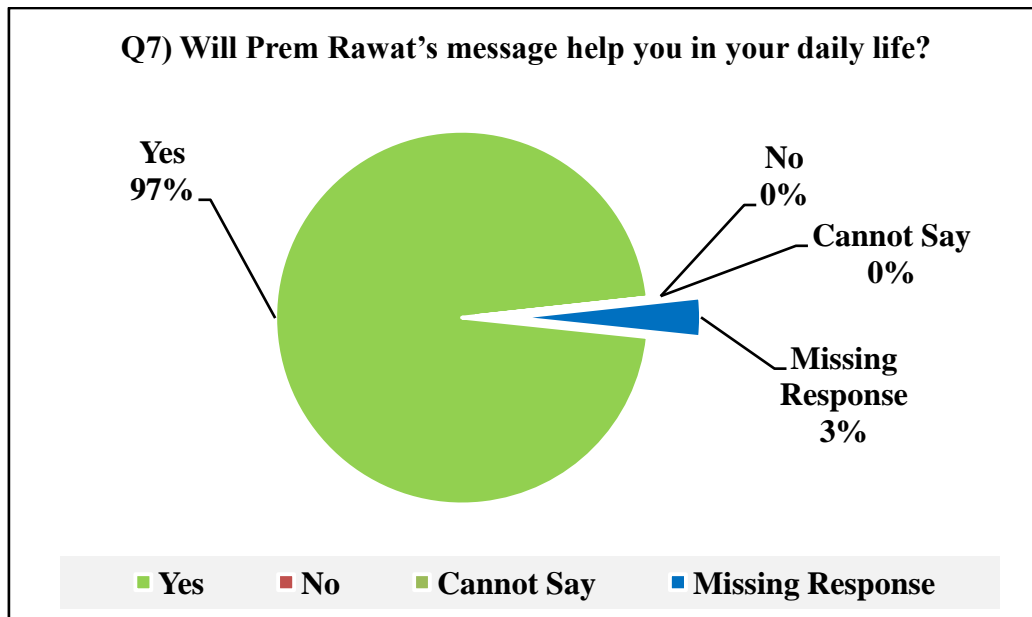


Table No. 76

Q7)	Will Prem Rawat's message help you in your daily life?	Frequency	Percentage
A	Yes	57	96.61%
B	No	0	0.00%
C	Cannot Say	0	0.00%
*	Missing Response	2	3.39%
	Total	59	100.00

Inference

The researcher tried to find out whether Prem Rawat's message helped respondents in their daily life, the above figure (f-75) shows that huge majority of the respondents said *Yes* (96.61 percent).

Q8) Apart from live event / program which medium / media do you access to listen

Prem Rawat?

Figure No. 76

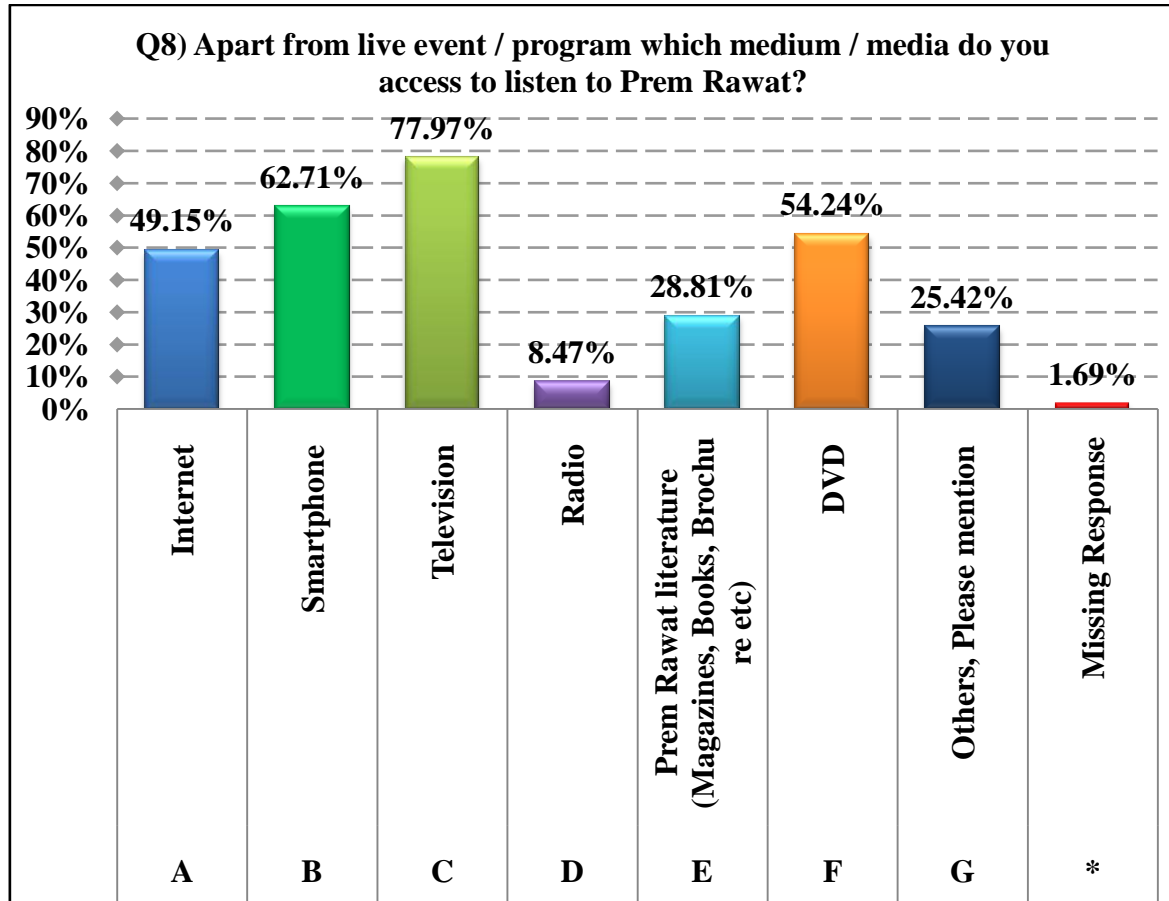


Table No. 77

Q8)	Apart from live event / program which medium / media do you access to listen to Prem Rawat?	Frequency	Percentage
A	Internet	29	49.15%
B	Smartphone	37	62.71%
C	Television	46	77.97%
D	Radio	5	8.47%
E	Prem Rawat literature (Magazines, Books, Brochure etc.)	17	28.81%
F	DVD	32	54.24%
G	Others, Please mention	15	25.42%
*	Missing Response	1	1.69%

Inference

The next question was about the medium / media respondents accessed to listen to Prem Rawat apart from live event, more than three-fourth of the respondents (77.97 percent) chose *Television* and 62.71 percent said *Smartphone* and a very few of the respondents (8.47 percent) selected *Radio*.

Figure No. 77

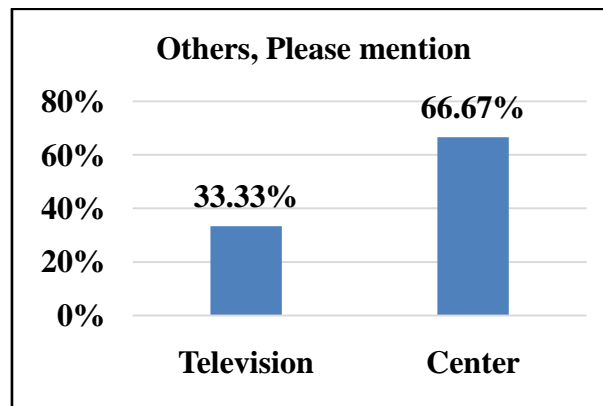


Table No. 78

Others, Please mention	Frequency	Percentage
Television	5	33.33%
Center*	10	66.67%
Total	15	100.00%

(Center* - Raj Vidya Kender Information Center)

Inference

The researcher explored the option (*Others, Please Mention*), 66.67 percent of the respondents said *Raj Vidya Kender Information Center* and some of them (33.33 percent) chose *Television*.

Figure No. 78

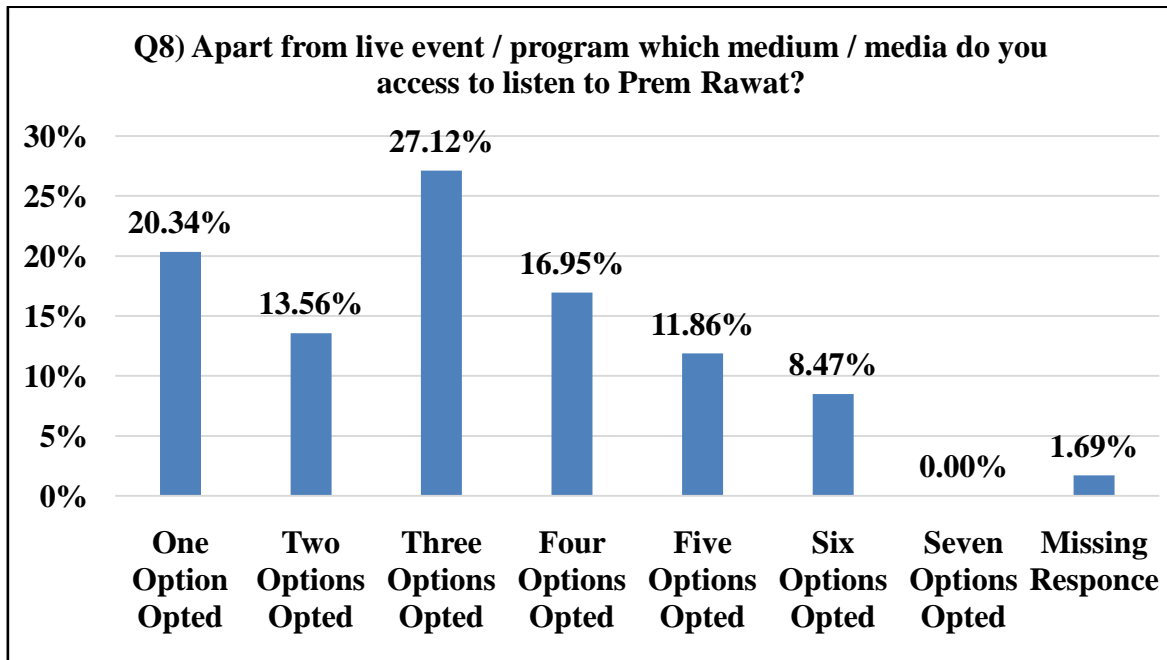


Table No. 79

Options Opted	Frequency	Percentage
One Option Opted	12	20.34%
Two Options Opted	8	13.56%
Three Options Opted	16	27.12%
Four Options Opted	10	16.95%
Five Options Opted	7	11.86%
Six Options Opted	5	8.47%
Seven Options Opted	0	0.00%
Missing Response	1	1.69%

Inference

The above figure (f-78) represents that respondents chose more than *One Option* for the information regarding apart from live event of Prem Rawat other medium / media accessed by the respondents to listen to his message, so, 27.12 percent of the respondents chose three options. 20.34 percent of the respondents opted one option and 16.95 percent of the respondents gave four options, 13.56 percent and 11.86 percent of the respondents opted two and five options respectively.

Q9) What rank will you give to Prem Rawat as a ‘Communicator’, ‘his message’, ‘the way of expressing / communicating his message’ and ‘the influence of his message on you’?

Figure No. 79

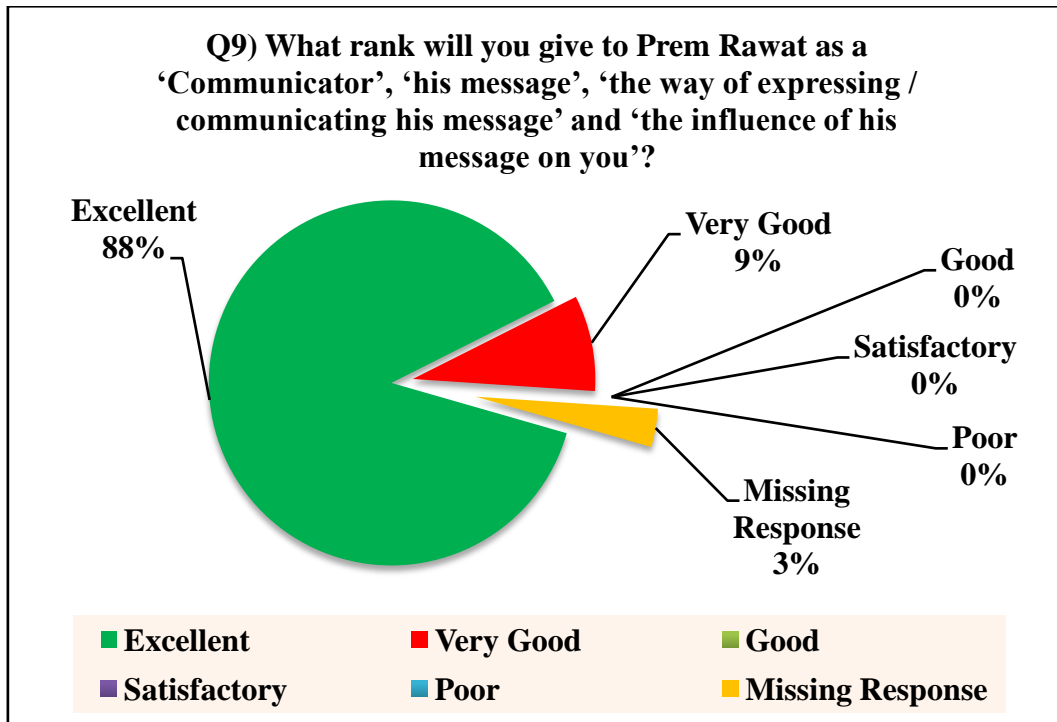


Table No. 80

Q9)	What rank will you give to Prem Rawat as a ‘Communicator’, ‘his message’, ‘the way of expressing / communicating his message’ and ‘the influence of his message on you’?	Frequency	Percentage
A	Excellent	52	88.14%
B	Very Good	5	8.47%
C	Good	0	0.00%
D	Satisfactory	0	0.00%
E	Poor	0	0.00%
*	Missing Response	2	3.39%
	Total	59	100.00

Inference

The next question was to rank Prem Rawat as a ‘Communicator’, ‘his message’, ‘the way of expressing / communicating his message’ and ‘the influence of his message’, majority of the respondents (88.14 percent) said *Excellent* and 8.47 percent of the respondents chose *Very Good*.

Q10) What did you like in his message / speech the most?

Figure No. 80

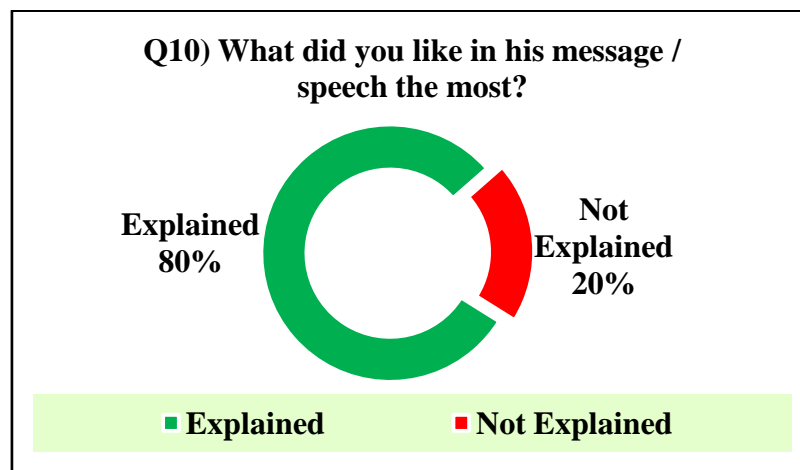


Table No. 81

Q10)	What did you like in his message / speech the most?	Frequency	Percentage
A	Explained*	47	79.66%
B	Not Explained*	12	20.34%
	Total	59	100.00%

(Explained* - Respondents who gave explanation)

(Not Explained* - Respondents who did not give explanation)

Inference

The above figure (f-80) shows that 79.66 percent of the respondents *Explained* and rest 22.34 percent *Did not Explain*.

The table below categorizes the explanation given by the respondents :

Table No. 82

S. No.	Explanations (Thematic)	No. of Respondents
1.	Peace / Inner Peace	16
2.	Real Life Examples / Facts	11
3.	Doha / Saying	16
4.	Know thy Self	4
5.	God is within You	2
6.	Ved Vyasji and Ganeshji Story Example	5
7.	Humanity / Respect / Women Respect	9
8.	Listen to your heart	4
9.	Importance of Breathe	3
10.	Hope / Contentment / Satisfaction	7
11.	Equality	6
12.	Story	3
13.	Don't be Greedy	1
14.	Question / Answer	2

9.4.3 Major Findings

- The study suggested that Prem Rawat as an inspirational communicator and his message mostly liked by the youngsters and would impact positively on the life of youngsters question no. 2, 3, 4,5 and 9 are based on this objective.
- The researcher found that majority of the respondents agreed that in this era of modernization and technology, the message / speech of Prem Rawat would help youngsters to overcome their depression or stress. The most liked topics in his message / speech were importance of breathe, life, peace, real life facts, know thy self, humanity, respect, listen to your heart, hope, contentment, satisfaction, equality, etc. which would definitely motivate youngsters. Question no. 6, 7 and 10 are related to it.
- The study helped to analyze that majority of the respondents accessed television and smartphone. Friends and family also contributed to explore live event of Prem Rawat and it could help to overcome their stress or depression.

9.5 Introduction

Part Three :

Post Live Event Survey in Delhi

The researcher had done post live event survey in Delhi, India to find out impact of Prem Rawat speech / message on respondents after listening to his speech / message.

9.5.1 Demographic Details

Gender

Figure No. 81

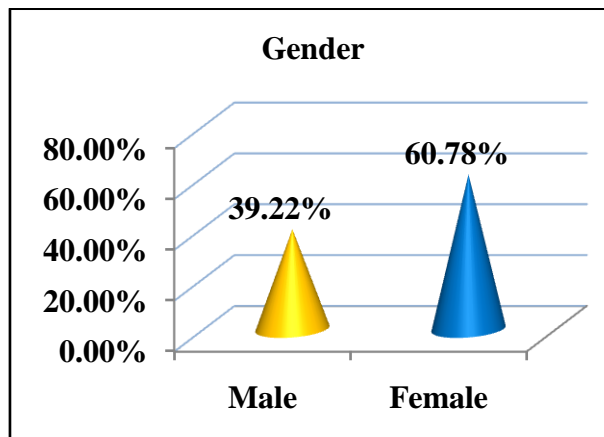


Table No. 83

Gender	Frequency	Percentage
Male	20	39.22%
Female	31	60.78%
Total	51	100.00%

Age Group

Figure No. 82

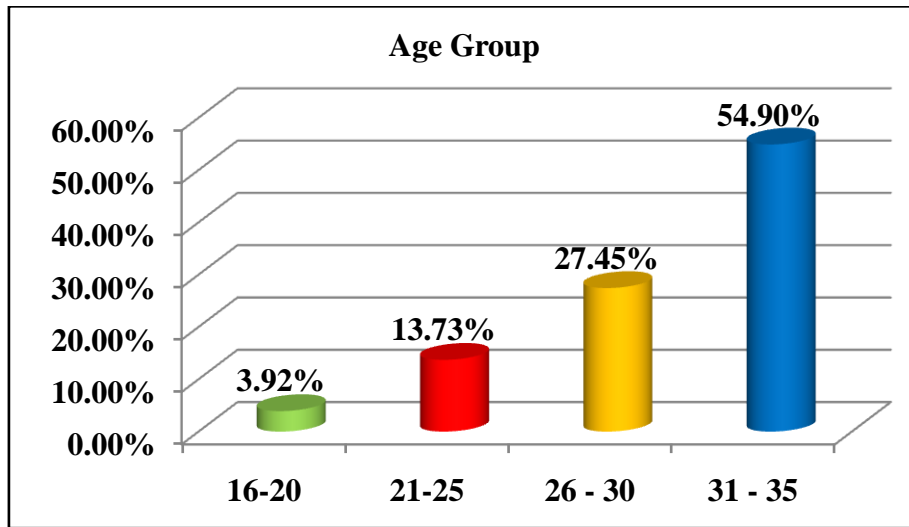


Table No. 84

Age Group	Frequency	Percentage
16-20	2	3.92%
21-25	7	13.73%
26 - 30	14	27.45%
31 - 35	28	54.90%
Total	51	100.00%

Marital Status

Figure No. 83

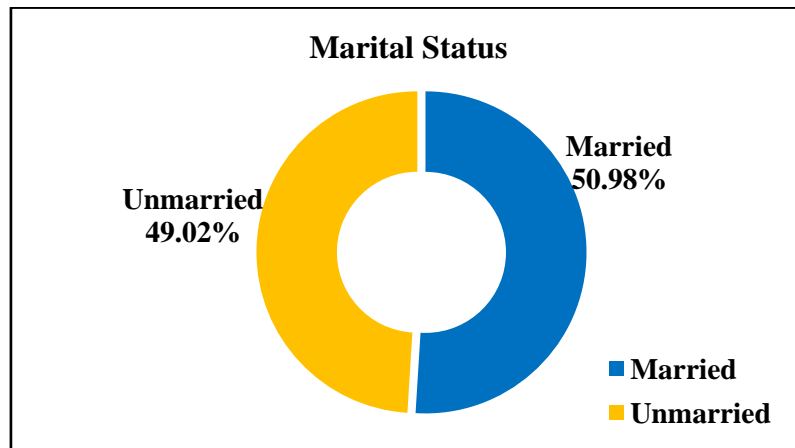


Table No. 85

Marital Status	Frequency	Percentage
Married	26	50.98%
Unmarried	25	49.02%
Total	51	100.00%

Education

Figure No. 84

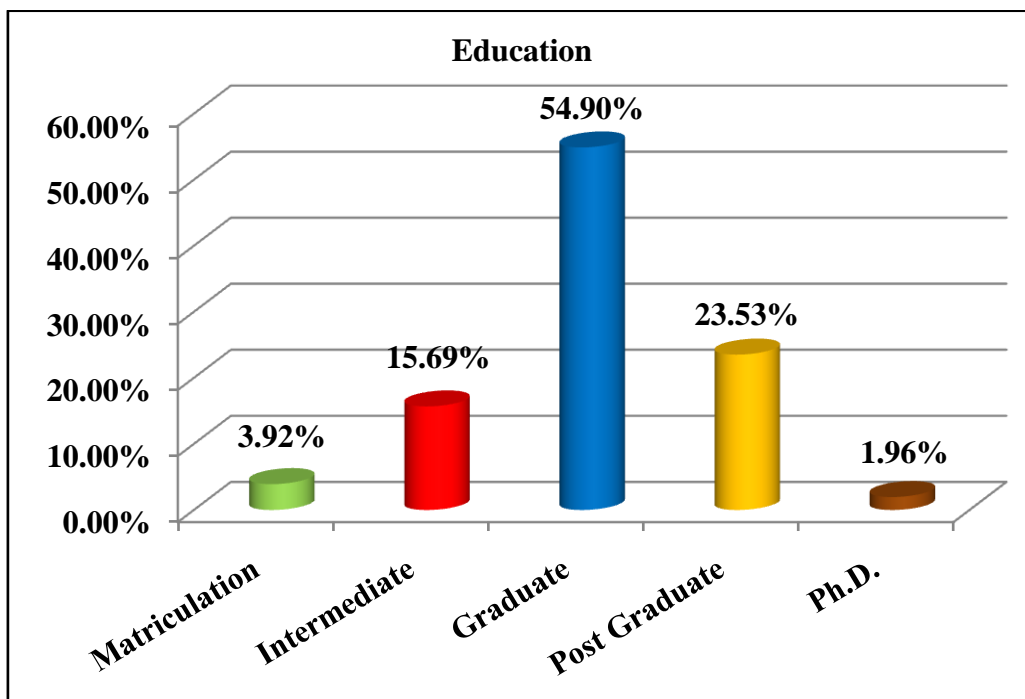


Table No. 86

Education	Frequency	Percentage
Matriculation	2	3.92%
Intermediate	8	15.69%
Graduate	28	54.90%
Post Graduate	12	23.53%
Ph.D.	1	1.96%
Total	51	100.00%

Occupation

Figure No. 85

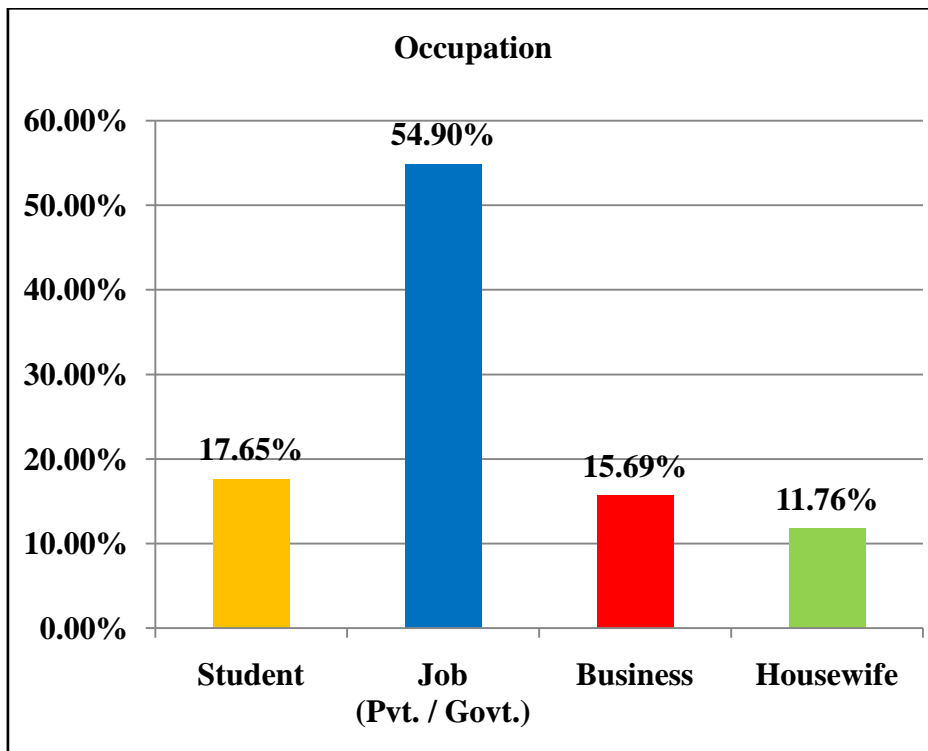


Table No. 87

Occupation	Frequency	Percentage
Student	9	17.65%
Job (Pvt. / Govt.)	28	54.90%
Business	8	15.69%
Housewife	6	11.76%
Total	51	100.00%

State

Figure No. 86

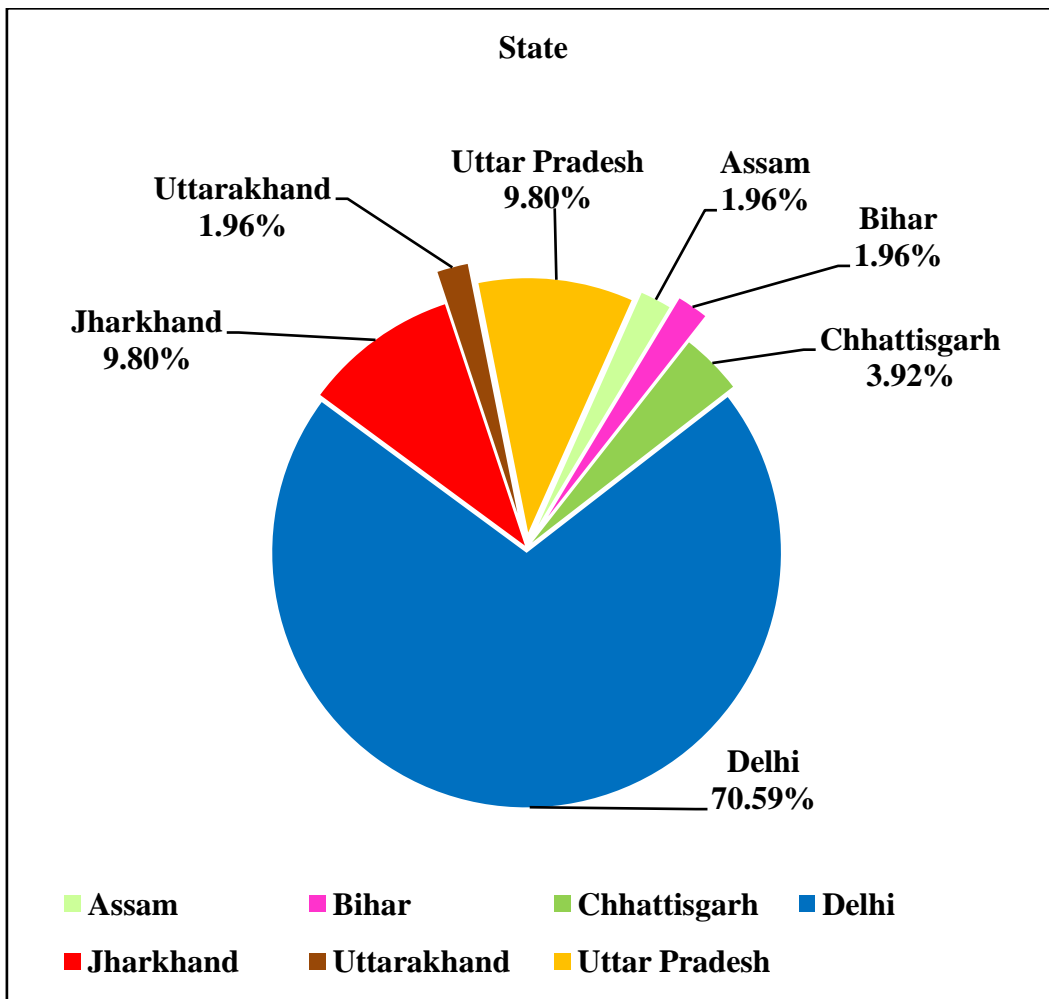


Table No. 88

State	Frequency	State
Assam	1	1.96%
Bihar	1	1.96%
Chhattisgarh	2	3.92%
Delhi	36	70.59%
Jharkhand	5	9.80%
Uttarakhand	1	1.96%
Uttar Pradesh	5	9.80%
Total	51	100.00%

9.5.2 Data Analyses

Q1) How did you get information about today's event of Prem Rawat?

Figure No. 87

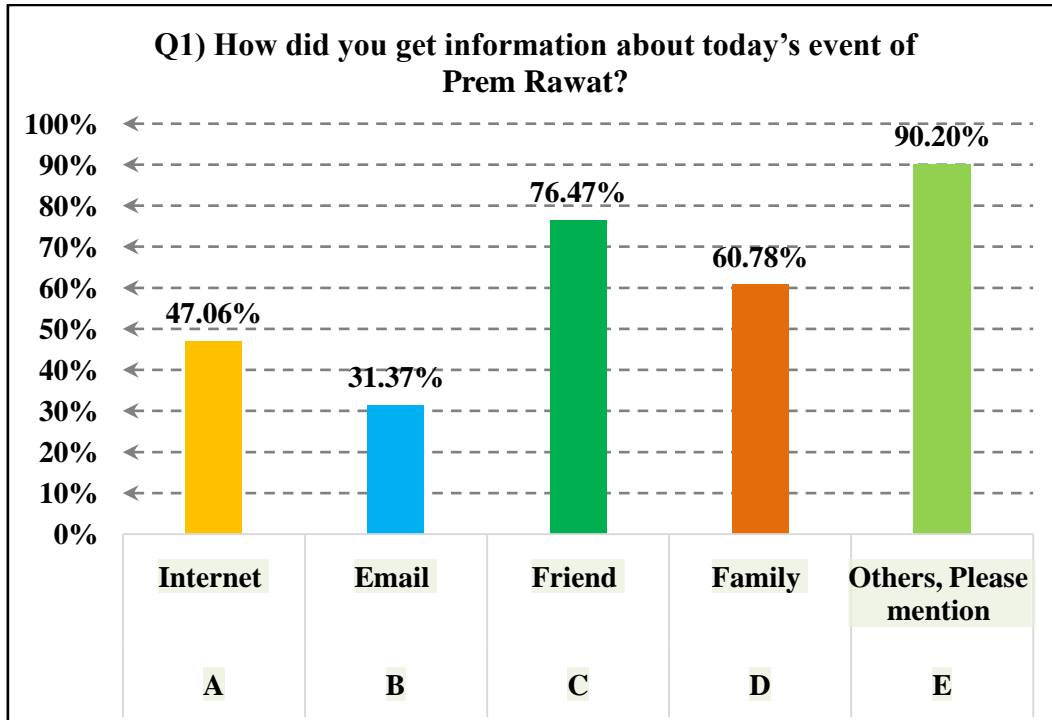


Table No. 89

Q1)	How did you get information about today's event of Prem Rawat?	Frequency	Percentage*
A	Internet	24	47.06%
B	Email	16	31.37%
C	Friend	39	76.47%
D	Family	31	60.78%
E	Others, Please mention	46	90.20%

Inference

The figure (f-87) above shows that more than three-fourth of the respondents (76.47 percent) chose *Friend* for getting information about live event of Prem Rawat in Delhi and more than half of the respondents (60.78 percent) said *Family*. *Internet* and *Email* also played significant role in spreading information of live event. A majority of 90.20 percent

respondents also chose *Others*. It proves that two step flow theory exists in the society, opinion leaders like friend and family contributed much in decision making and interpersonal communication also had its own importance. (*Most of the respondents opted more than one option).

Figure No. 88

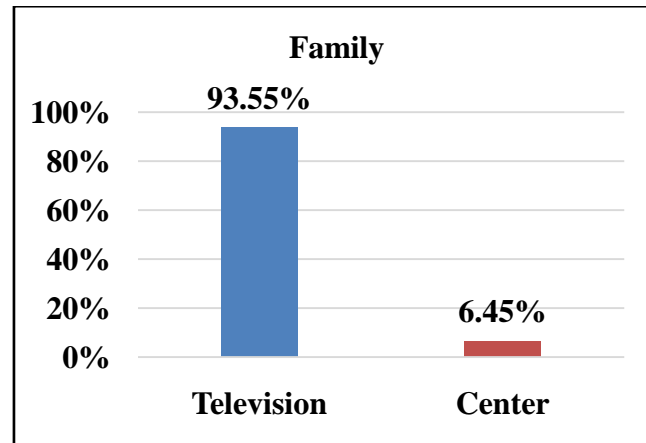


Table No. 90

Family	Frequency	Percentage
Television	29	93.55%
Center*	2	6.45%
Total	31	100.00%

(Center* - Raj Vidya Kender Information Center)

Inference

The researcher explored option *Family*. Huge majority of the respondents (93.55 percent) said *Television* and very few of them (6.45 percent) told *Raj Vidya Kender Information Center*. *Center* is the place where they get information like upcoming events.

Figure No. 89

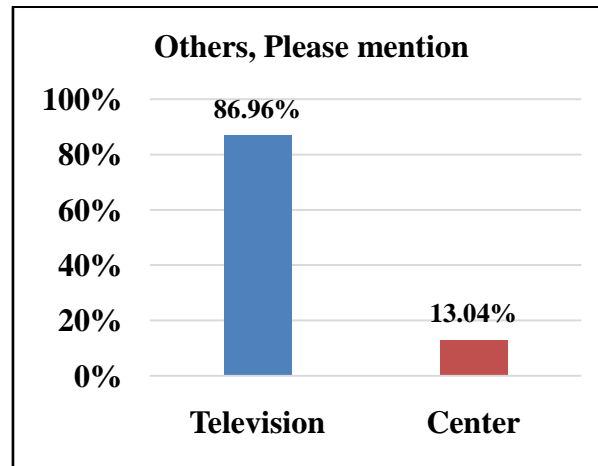


Table No. 91

Others, Please mention	Frequency	Percentage
Television	40	86.96%
Center*	6	13.04%
Total	46	100.00%

(Center* - Raj Vidya Kender Information Center)

Inference

The researcher explored the option (Others, Please Mention), majority of the respondents (86.96 percent) said *Television* and some of them (13.04 percent) chose *Raj Vidya Kender Information Center*. It opines that *Television* helped more in disseminating information regarding live event.

Figure No. 90

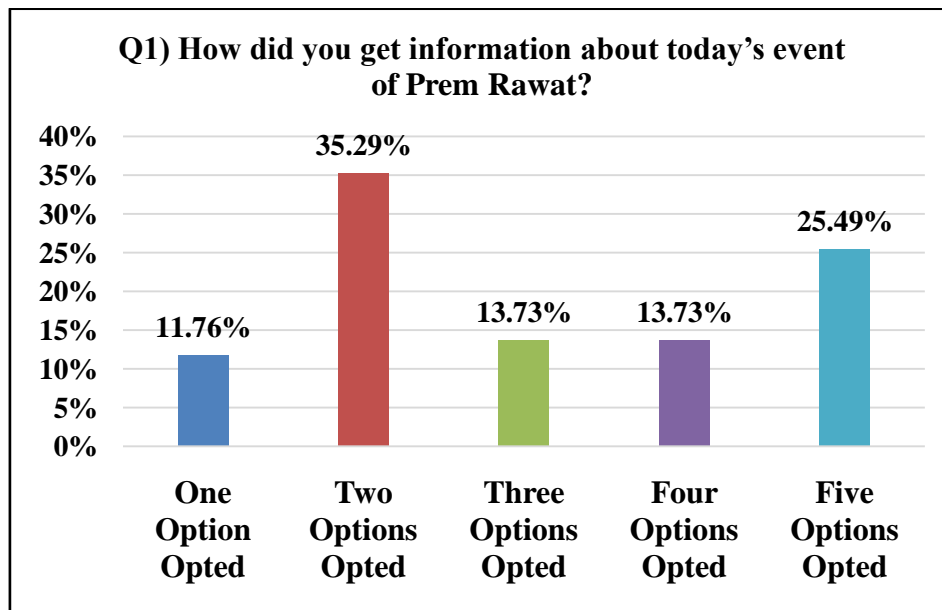


Table No. 92

Q1) How did you get information about today's event of Prem Rawat?		
Options Opted	Frequency	Percentage
One Option Opted	6	11.76%
Two Options Opted	18	35.29%
Three Options Opted	7	13.73%
Four Options Opted	7	13.73%
Five Options Opted	13	25.49%
Total	51	100.00%

Inference

The above figure (f-90) portrays that respondents chose more than *One Option* for the information regarding live event of Prem Rawat, so, 35.29 percent of the respondents chose *Two Options*. 25.49 percent of the respondents opted *Five Options* and 13.73 percent of the respondents gave *Three Options* and 13.73 percent of the respondents chose *Four Options*, 11.76 percent of the respondents opted *One Option*.

Q2) Prem Rawat as a communicator, what rank would you give?

Figure No. 91

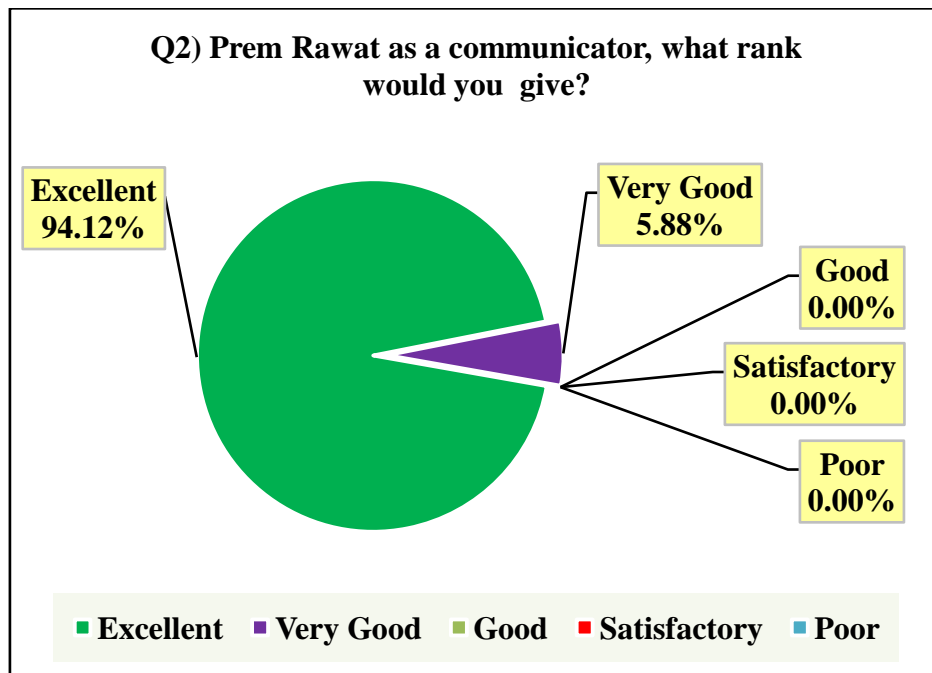


Table No. 93

Q2)	Prem Rawat as a communicator, what rank would you give?	Frequency	Percentage
A	Excellent	48	94.12%
B	Very Good	3	5.88%
C	Good	0	0.00%
D	Satisfactory	0	0.00%
E	Poor	0	0.00%
	Total	51	100.00%

Inference

The figure (f-91) and table (t-93) show that huge majority of the respondents (94.12 percent) chose *Excellent* and only 5.88 percent of the respondent said *Very Good*.

Q3) The way he expressed his message / speech, how would you scale?

Figure No. 92

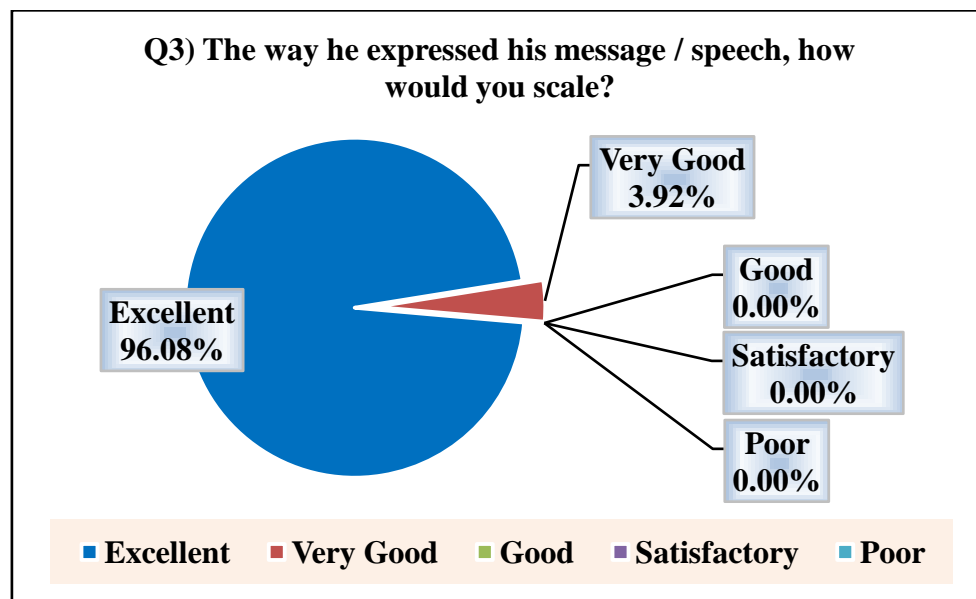
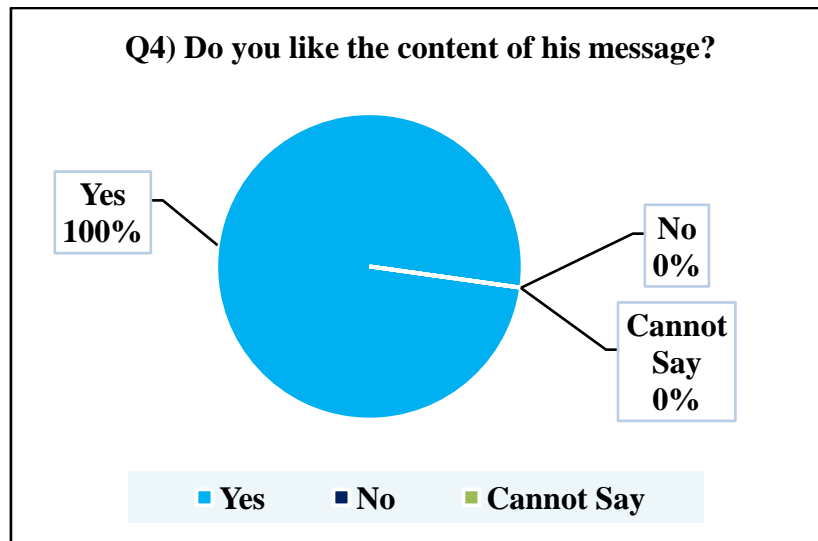


Table No. 94

Q3)	The way he expressed his message / speech, how would you scale?	Frequency	Percentage
A	Excellent	49	96.08%
B	Very Good	2	3.92%
C	Good	0	0.00%
D	Satisfactory	0	0.00%
E	Poor	0	0.00%
	Total	51	100.00%

Inference

The next question was about the way Prem Rawat expressed his message / speech. From the above figure (f-92), it suggests that huge majority of the respondents (96.08 percent) said *Excellent* and only 3.92 percent of the respondent stated *Very Good*.

Q4) Do you like the content of his message?**Figure No. 93****Table No. 95**

Q4)	Do you like the content of his message?	Frequency	Percentage
A	Yes	51	100.00%
B	No	0	0.00%
C	Cannot Say	0	0.00%
	Total	51	100.00%

Inference

The question was based on the content of Prem Rawat message, the figure (f-93) shows that all of the respondents chose *Yes*.

Q5) Do you agree with today's message / speech given by Prem Rawat?

Figure No. 94

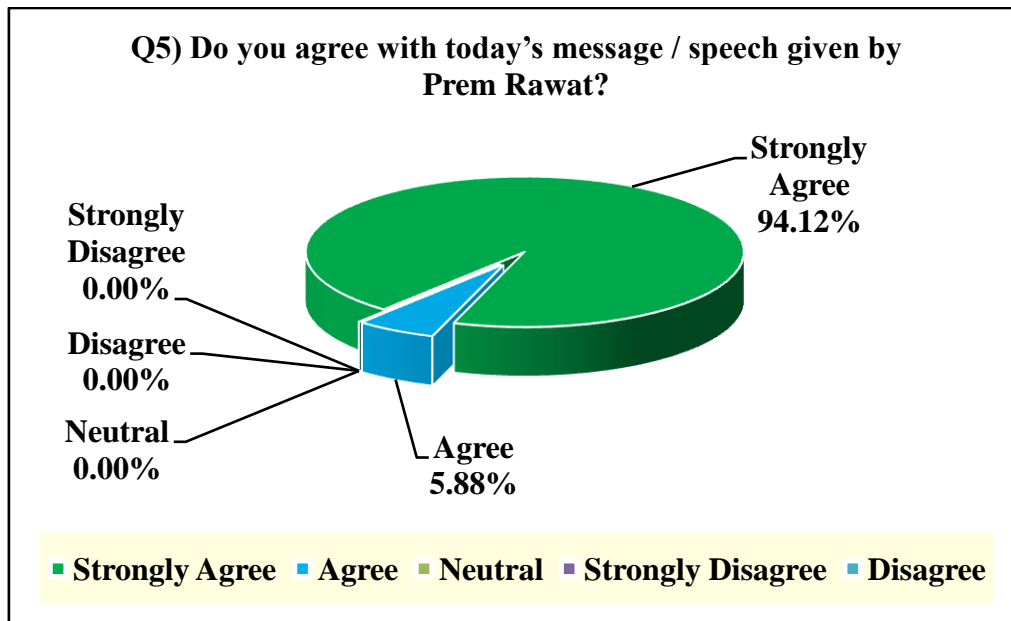


Table No. 96

Q5)	Do you agree with today's message / speech given by Prem Rawat?	Frequency	Percentage
A	Strongly Agree	48	94.12%
B	Agree	3	5.88%
C	Neutral	0	0.00%
D	Strongly Disagree	0	0.00%
E	Disagree	0	0.00%
	Total	51	100.00%

Inference

The next question was whether Prem Rawat's message / speech of live event listened to by the respondents, 'do they agree or disagree with the message / speech'? The figure (f-94) clarifies that huge majority of the respondents (94.12 percent) *Strongly Agreed* with it.

Q6) In this era of modernization and technology, do you think, the message / speech of Prem Rawat will help youngsters to overcome their depression or stress?

Figure No. 95

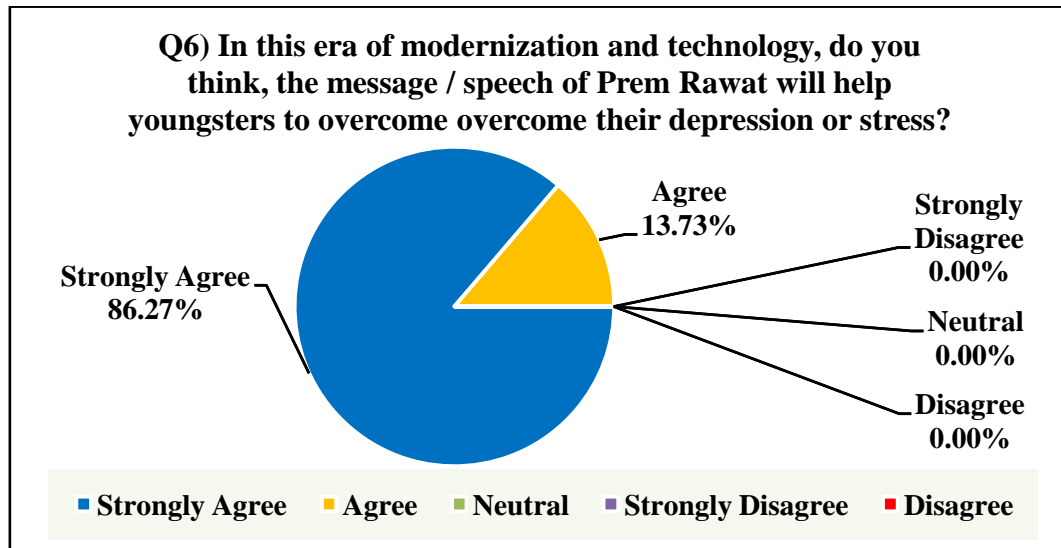


Table No. 97

Q6)	In this era of modernization and technology, do you think, the message / speech of Prem Rawat will help youngsters to overcome their depression or stress?	Frequency	Percentage
A	Strongly Agree	44	86.27%
B	Agree	7	13.73%
C	Neutral	0	0.00%
D	Strongly Disagree	0	0.00%
E	Disagree	0	0.00%
	Total	51	100.00%

Inference

The figure (f-95), it can be understood that in this era of modernization and technology, the message / speech of Prem Rawat will help youngsters to overcome their depression or stress. Majority of the respondents (86.27 percent) chose *Strongly Agree* and 13.73 percent said *Agree*.

Q7) Will Prem Rawat's message help you in your daily life?

Figure No. 96

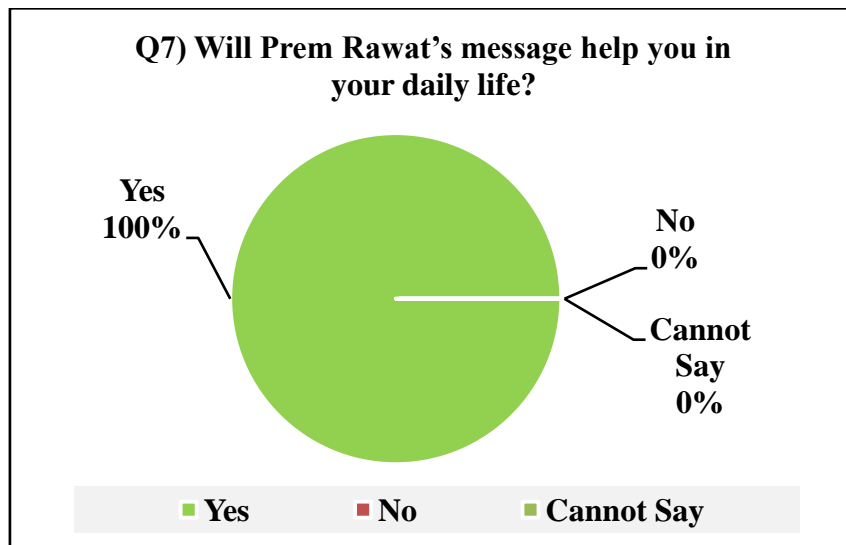


Table No. 98

Q7)	Will Prem Rawat's message help you in your daily life?	Frequency	Percentage
A	Yes	51	100.00%
B	No	0	0.00%
C	Cannot Say	0	0.00%
	Total	51	100.00%

Inference

The researcher wanted to know if Prem Rawat's message helped respondents in their daily life, the above figure (f-96) suggests that all of the respondents said *Yes* it helped.

Q8) Apart from live event / program which medium / media do you access to listen to Prem Rawat?

Figure No. 97

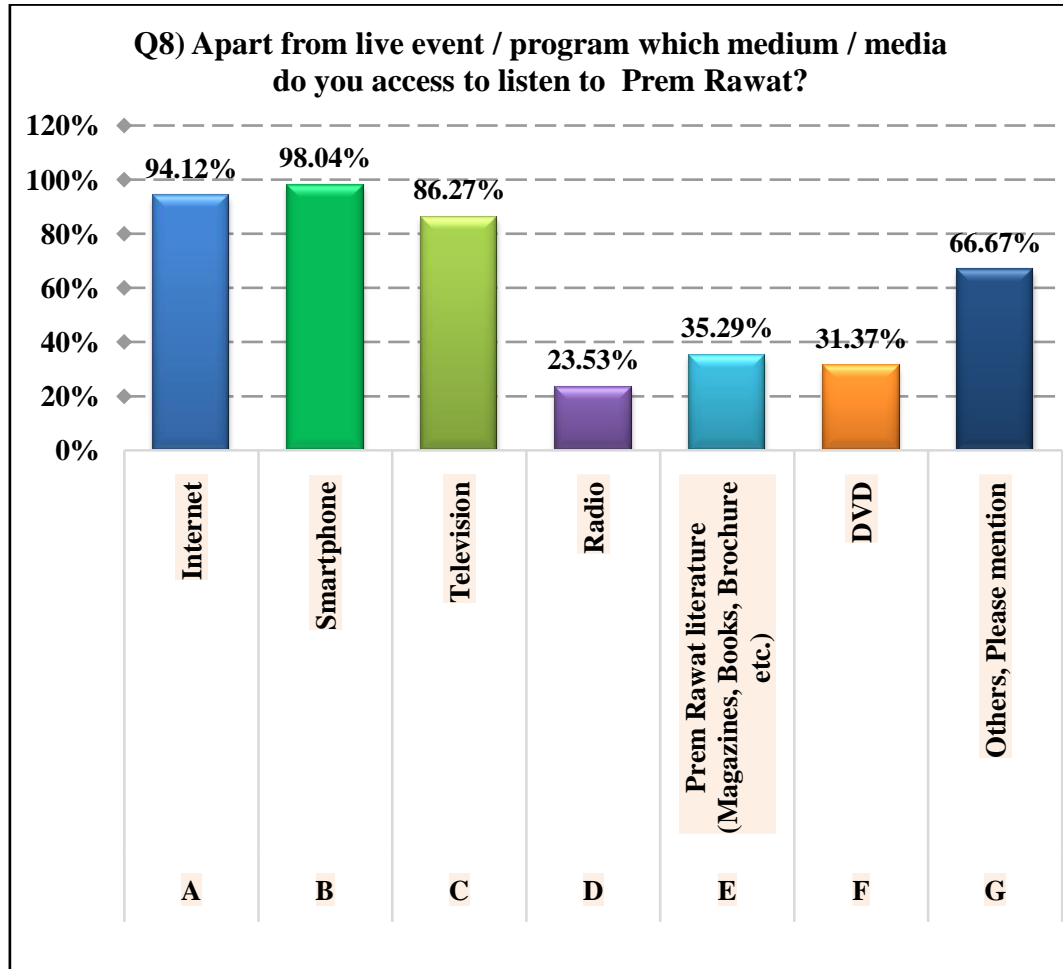


Table No. 99

Q8)	Apart from live event / program which medium / media do you access to listen to Prem Rawat?	Frequency	Percentage*
A	Internet	48	94.12%
B	Smartphone	50	98.04%
C	Television	44	86.27%
D	Radio	12	23.53%
E	Prem Rawat literature (Magazines, Books, Brochure etc.)	18	35.29%
F	DVD	16	31.37%
G	Others, Please mention	34	66.67%

Inference

The next question was about the medium / media they accessed to listen to Prem Rawat apart from live event, huge majority of the respondents (98.04 percent) said *Smartphone*, 94.12 percent of the respondents chose *Internet* and 86.27 percent picked *Television*. (*Most of the respondents opted more than one option).

Figure No. 98

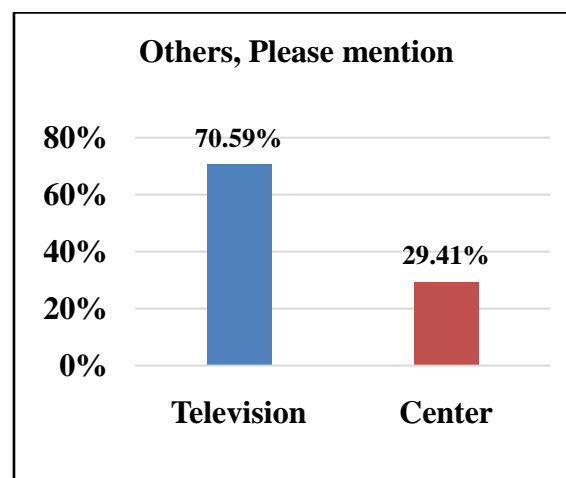


Table No. 100

Others, Please mention	Frequency	Percentage
Television	24	70.59%
Center*	10	29.41%
Total	34	100.00%

(Center* - Raj Vidya Kender Information Center)

Inference

The researcher dug and explored the option (*Others, Please Mention*), 70.59 percent of the respondents said *Television* and rest 29.41 percent of the respondents chose *Raj Vidya Kender Information Center*.

Figure No. 99

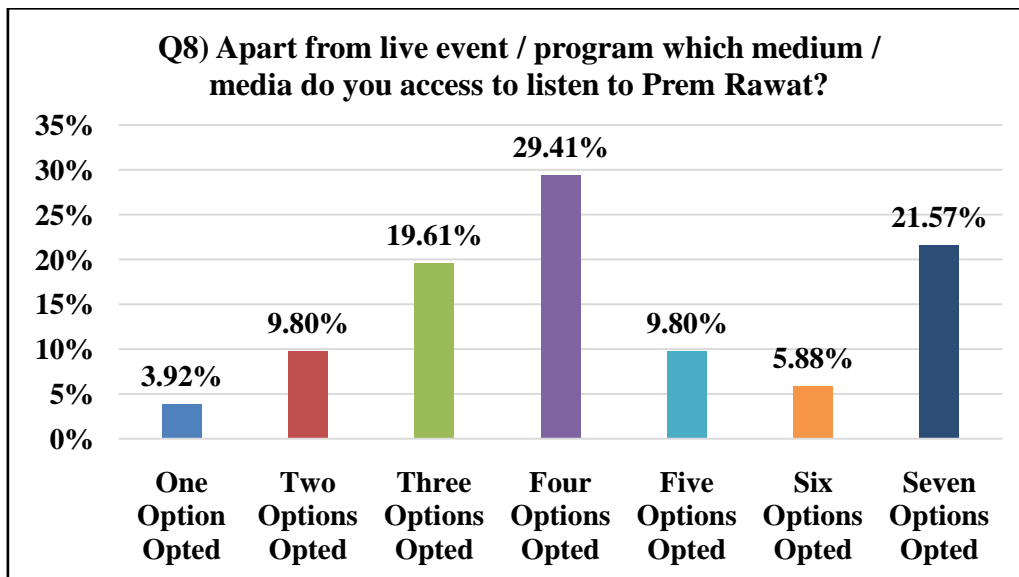


Table No. 101

Q8) Apart from live event / program which medium / media do you access to listen to Prem Rawat?		
Options Opted	Frequency	Percentage
One Option Opted	2	3.92%
Two Options Opted	5	9.80%
Three Options Opted	10	19.61%
Four Options Opted	15	29.41%
Five Options Opted	5	9.80%
Six Options Opted	3	5.88%
Seven Options Opted	11	21.57%
Total	51	100.00%

Inference

According to the above figure (f-99), it is clear that respondents chose more than *One Option* for the information regarding apart from live event of Prem Rawat other medium / media accessed by the respondents to listen to his message, so, 29.41 percent of the respondents chose *Four Options*. 21.57 percent of the respondents opted *Seven Options* and 19.61 percent of the respondents gave *Three Options*. Both *Two Options* and *Five Options* were opted by 9.80 percent each.

Q9) What rank will you give to Prem Rawat as a ‘Communicator’, ‘his message’, ‘the way of expressing / communicating his message’ and ‘the influence of his message on you’?

Figure No. 100

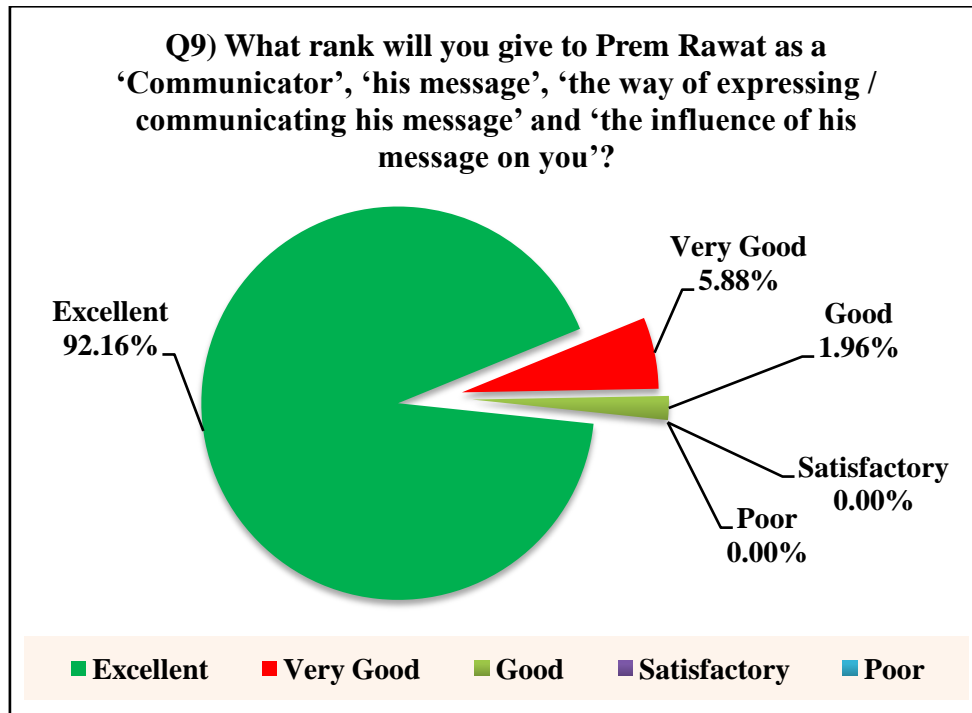


Table No. 102

Q9)	What rank will you give to Prem Rawat as a ‘Communicator’, ‘his message’, ‘the way of expressing / communicating his message’ and ‘the influence of his message on you’?	Frequency	Percentage
A	Excellent	47	92.16%
B	Very Good	3	5.88%
C	Good	1	1.96%
D	Satisfactory	0	0.00%
E	Poor	0	0.00%
	Total	51	100.00%

Inference

The next question was to rank Prem Rawat as a ‘Communicator’, ‘his message’, ‘the way of expressing / communicating his message’ and ‘the influence of his message’, huge majority of the respondents (92.16 percent) said *Excellent* and 5.88 percent of the respondents picked *Very Good*.

Q10) What did you like in his message / speech the most?

Figure No. 101

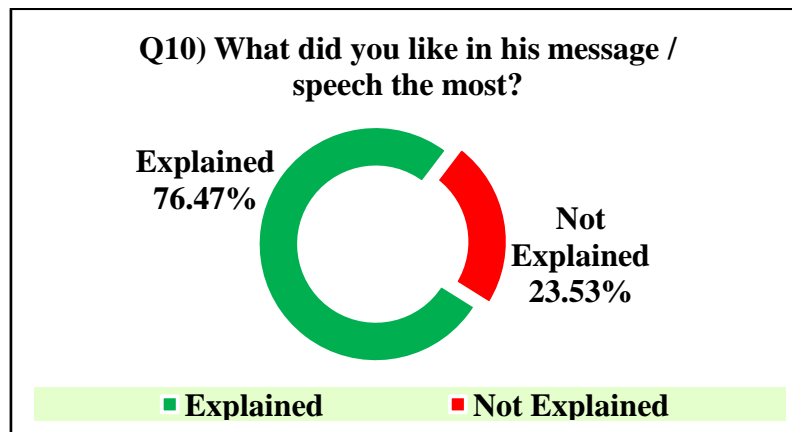


Table No. 103

Q10)	What did you like in his message / speech the most?	Frequency	Percentage
A	Explained*	39	76.47%
B	Not Explained*	12	23.53%
	Total	51	100.00%

(Explained* - Respondents who gave explanation)

(Not Explained* - Respondents who did not give explanation)

Inference

The above figure (f-101) shows that more than three-fourth of the respondents (79.47 percent) *Explained* and rest 23.53 percent *Did not Explain*.

The table below categorizes the explanation given by the respondents :

Table No. 104

S. No.	Explanations (Thematic)	No. of Respondents
1.	Peace / Inner Peace / Peace is Possible	26
2.	Control Your Anger	1
3.	Lion Story	2
4.	Know thy Self	3
5.	God is within You / What You are Looking is inside of You	2
6.	Live Your Life for Yourself / Give Time to Yourself / Live in Present	4
7.	Humanity / Contentment / Inner Strength/Help	9
8.	Don't Take Revenge	2
9.	Importance of Breathe	8
10.	Hope / Appreciation / Happiness / Satisfaction	12
11.	Think for solutions not for Problems	1
12.	Story	1
13.	Life / Make Your Life Successful	4
14.	Self-Thinking / Dignity	2

9.5.3 Major Findings

- The study opined that Prem Rawat as an inspirational communicator and his messages strongly liked by the youth and would certainly impact on the life of the youngsters. To accomplish the objective, question no. 2, 3, 4, 5 and 9 are based on it.
- The most liked things in his message / speech were peace is possible, hope, appreciation, happiness, satisfaction, humanity, contentment, Inner Strength, help, importance of breathe, life, make life successful, live life for yourself, give time to yourself, live in present, know thy self, etc. The study showed that huge majority of the respondents strongly agreed that in this era of modernization and technology, the message / speech of Prem Rawat would help youngsters to overcome their depression or stress and his messages would definitely help in everyday life. Question no. 6, 7 and 10 are allied to the objective.
- The study suggested that huge majority of the respondents accessed smartphone, internet, television, radio and Prem Rawat literatures. Opinion leaders like friend and family contributed to explore live event of Prem Rawat. To scrutinize the objective, question no. 1 and 8 are based on it

9.6 Introduction

Part Three :

Post Live Event Survey in Mumbai

The researcher did post live event survey in Mumbai to find out the impact of Prem Rawat message on youth and the major subjects of his speech / message.

9.6.1 Demographic Details

Gender

Figure No. 102

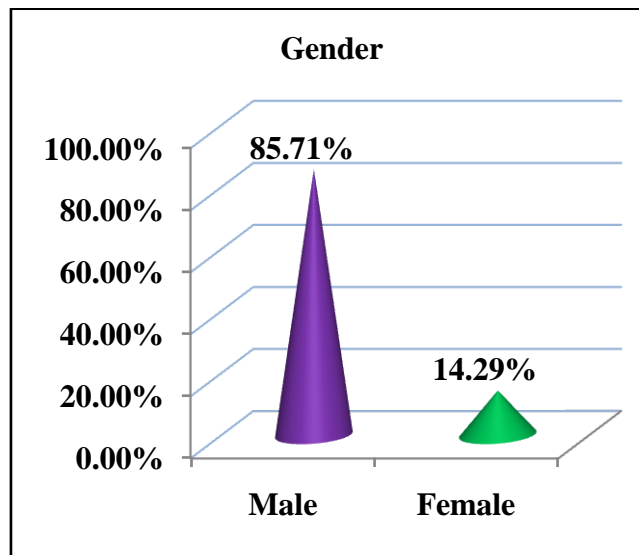


Table No. 105

Gender	Frequency	Percentage
Male	24	85.71%
Female	4	14.29%
Total	28	100.00%

Age Group

Figure No. 103

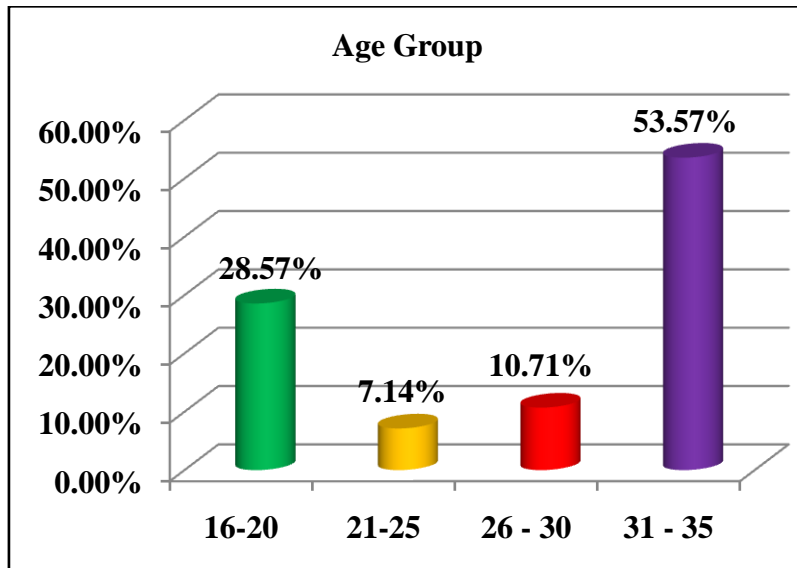


Table No. 106

Age Group	Frequency	Percentage
16-20	8	28.57%
21-25	2	7.14%
26 - 30	3	10.71%
31 - 35	15	53.57%
Total	28	100.00%

Marital Status

Figure No. 104

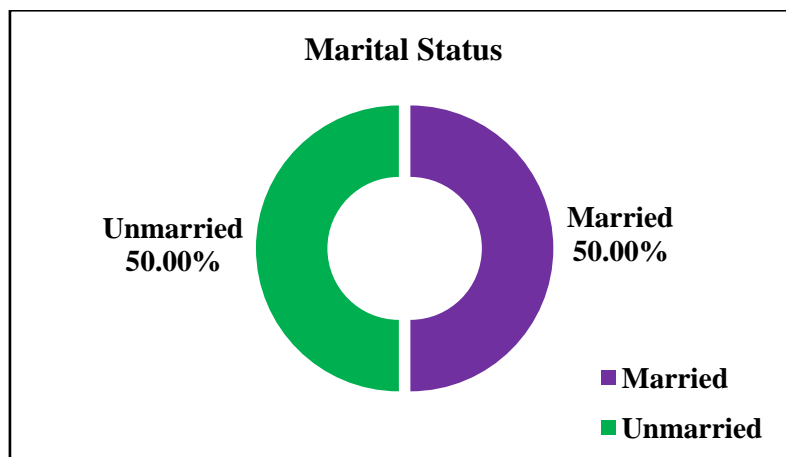


Table No. 107

Marital Status	Frequency	Percentage
Married	14	50.00%
Unmarried	14	50.00%
Total	28	100.00%

Education

Figure No. 105

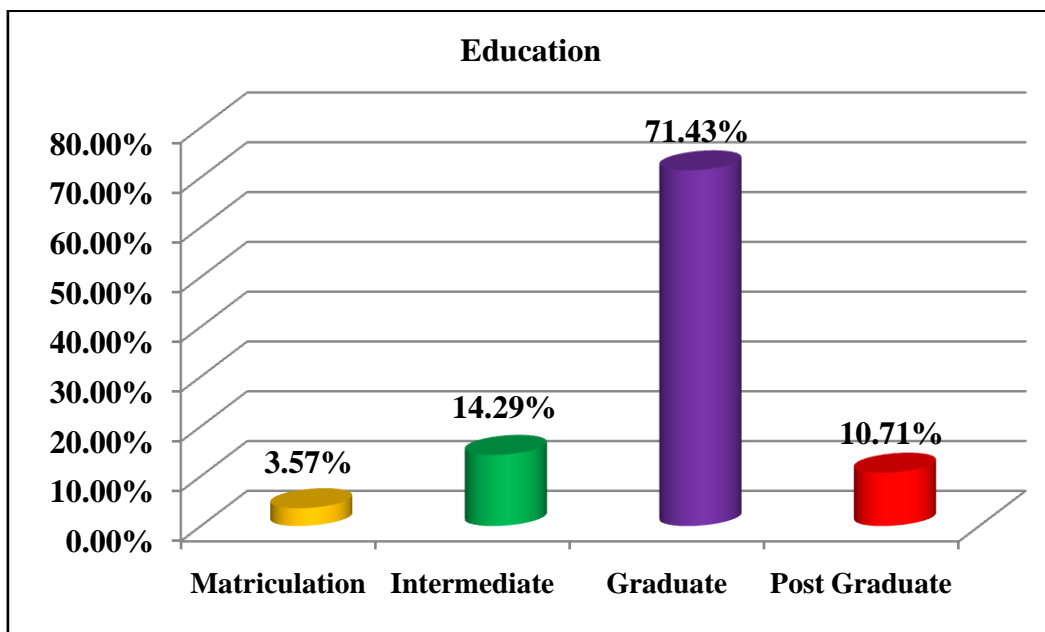


Table No. 108

Education	Frequency	Percentage
Matriculation	1	3.57%
Intermediate	4	14.29%
Graduate	20	71.43%
Post Graduate	3	10.71%
Total	28	100.00%

Occupation

Figure No. 106

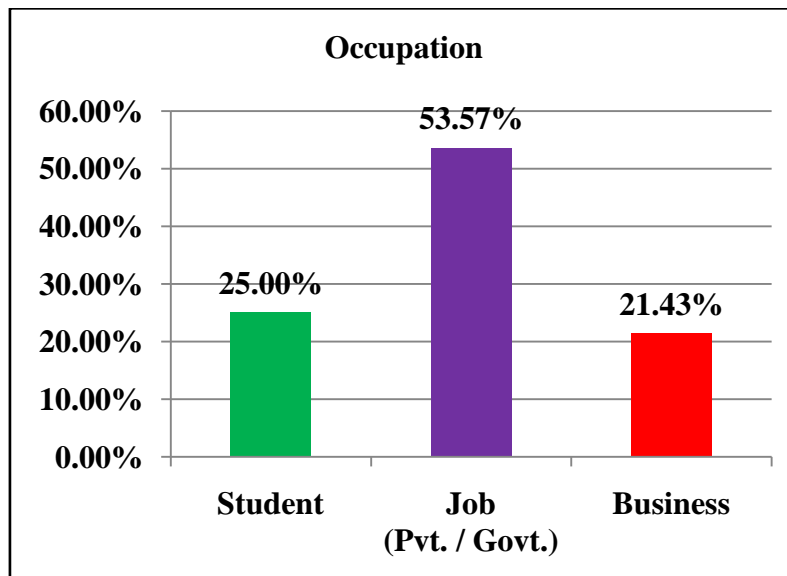


Table No. 109

Occupation	Frequency	Percentage
Student	7	25.00%
Job (Pvt. / Govt.)	15	53.57%
Business	6	21.43%
Total	28	100.00%

State

Figure No. 107

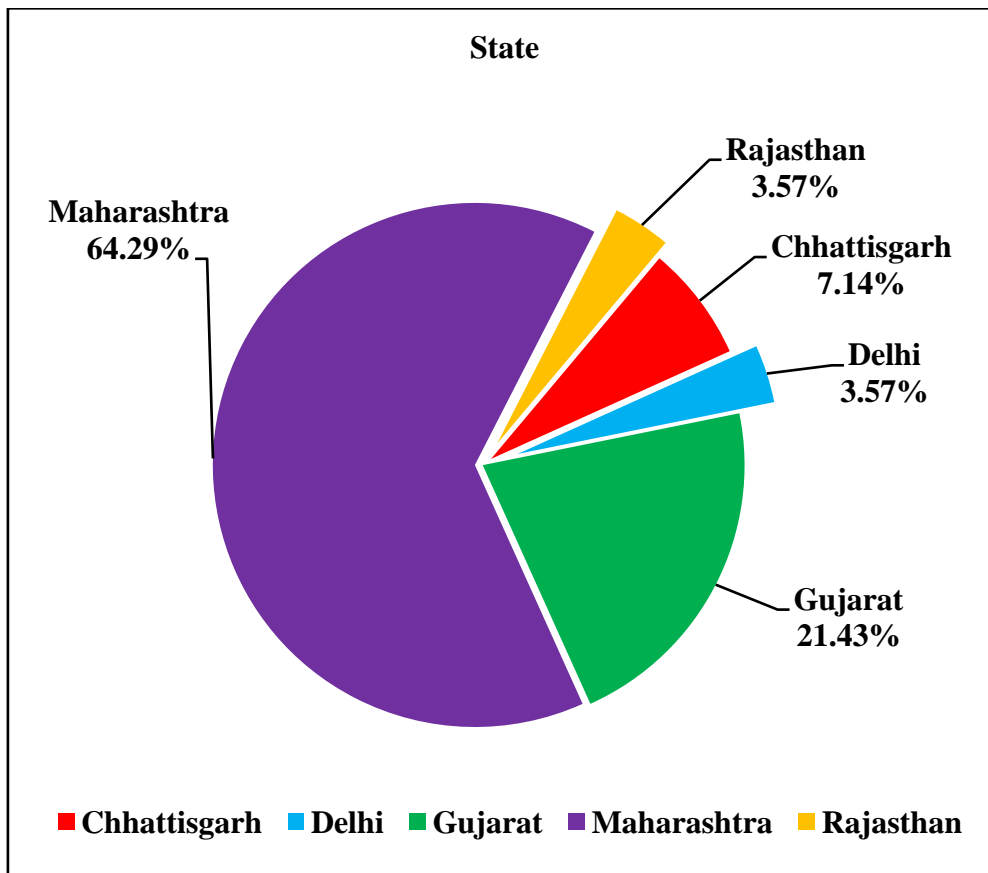


Table No. 110

State	Frequency	Percentage
Chhattisgarh	2	7.14%
Delhi	1	3.57%
Gujarat	6	21.43%
Maharashtra	18	64.29%
Rajasthan	1	3.57%
Total	28	100.00%

9.6.2 Data Analyses

Q1) How did you get information about today's event of Prem Rawat?

Figure No. 108

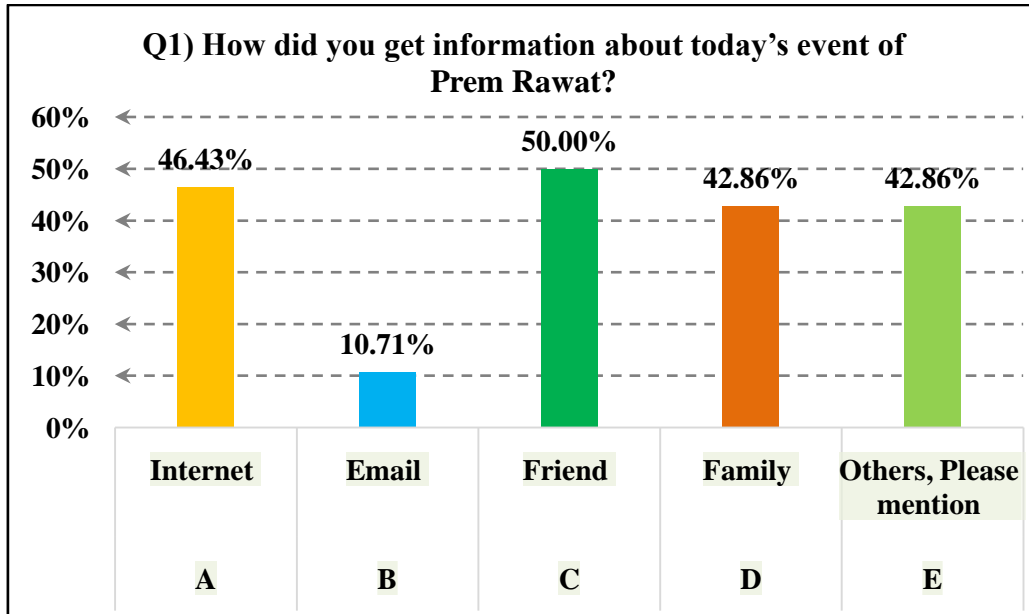


Table No. 111

Q1)	How did you get information about today's event of Prem Rawat?	Frequency	Percentage*
A	Internet	13	46.43%
B	Email	3	10.71%
C	Friend	14	50.00%
D	Family	12	42.86%
E	Others, Please mention	12	42.86%

Inference

The figure (f-108) above shows that half of the respondents (50 percent) said *Friend* for getting information about live event of Prem Rawat in Mumbai, Maharashtra and less than half of the respondents (46.43 percent) chose *Internet*. 42.86 percent of the respondents picked *Family*. It opines that two step flow theory exists in the society, opinion leaders like *Friend* and *Family* play important role in decision making. (*Most of the respondents opted more than one option).

Figure No. 109

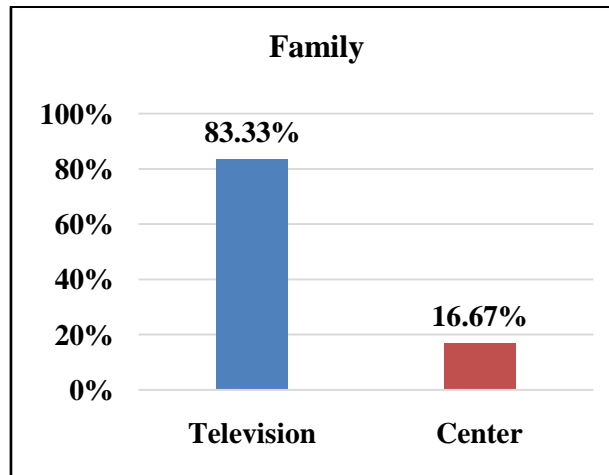


Table No. 112

Family	Frequency	Percentage
Television	10	83.33%
Center*	2	16.67%
Total	12	100.00%

(Center* - Raj Vidya Kender Information Center)

Inference

The researcher dug and explored the option Family that how family got information about the live event, majority of the respondents (83.33 percent) said Television and some of them (16.67 percent) told *Raj Vidya Kender Information Center*. Center is the place where they get information about upcoming events.

Figure No. 110

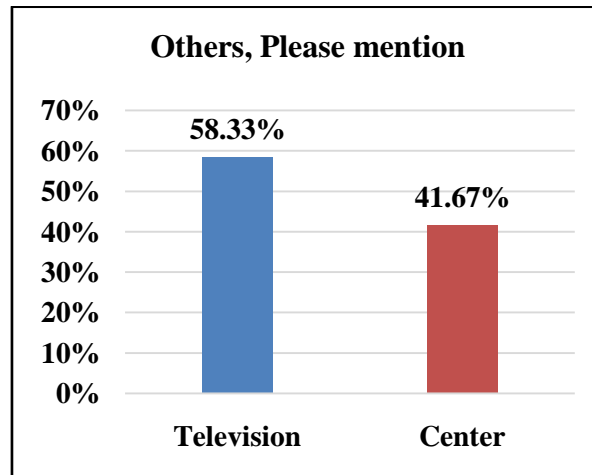


Table No. 113

Others, Please mention	Frequency	Percentage
Television	7	58.33%
Center*	5	41.67%
Total	12	100.00%

(Center* - Raj Vidya Kender Information Center)

Inference

The researcher dug the option (*Others, Please Mention*), more than half of the respondents (58.33 percent) said *Television* and 41.67 percent chose *Raj Vidya Kender Information Center*. *Television* and *Center* both had somehow equal importance in disseminating information about live event.

Figure No. 111

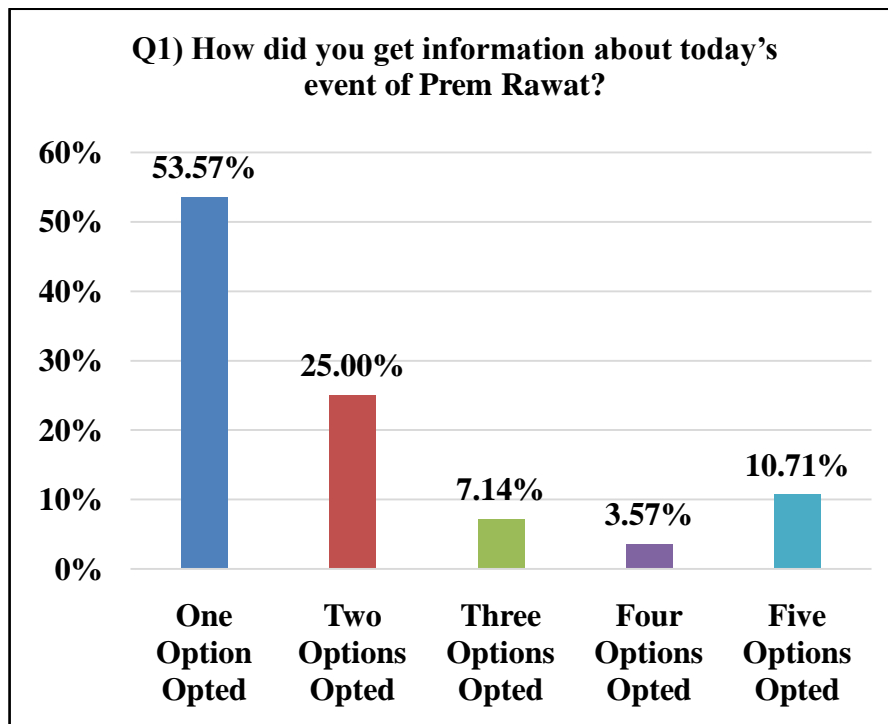


Table No. 114

Q1) How did you get information about today's event of Prem Rawat?		
Options Opted	Frequency	Percentage
One Option Opted	15	53.57%
Two Options Opted	7	25.00%
Three Options Opted	2	7.14%
Four Options Opted	1	3.57%
Five Options Opted	3	10.71%
Total	28	100.00%

Inference

According to the above figure (f-111) it is clear that respondents chose more than *One Option* for the information regarding live event of Prem Rawat, so, 53.57 percent of the respondents chose *One Option*. 25 percent of the respondents opted *Two Options* and 10.71 percent of the respondents gave *Five Options*, 7.14 percent of the respondents opted *Three Options*.

Q2) Prem Rawat as a communicator, what rank would you give?

Figure No. 112

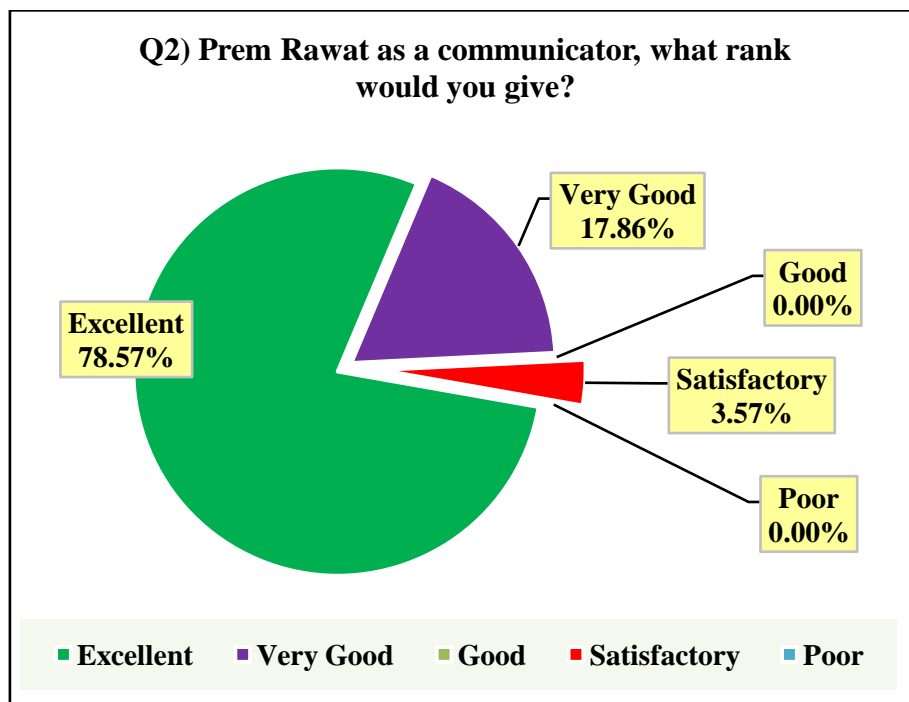


Table No. 115

Q2)	Prem Rawat as a communicator, what rank would you give?	Frequency	Percentage
A	Excellent	22	78.57%
B	Very Good	5	17.86%
C	Good	0	0.00%
D	Satisfactory	1	3.57%
E	Poor	0	0.00%
	Total	28	100.00%

Inference

The figure (f-112) and table (t-115) show that more than three-fourth of the respondents (78.57 percent) said *Excellent* and 17.86 percent of the respondent chose *Very good* while the researcher asked the respondents to rank Prem Rawat as a communicator.

Q3) The way he expressed his message / speech, how would you scale?

Figure No. 113

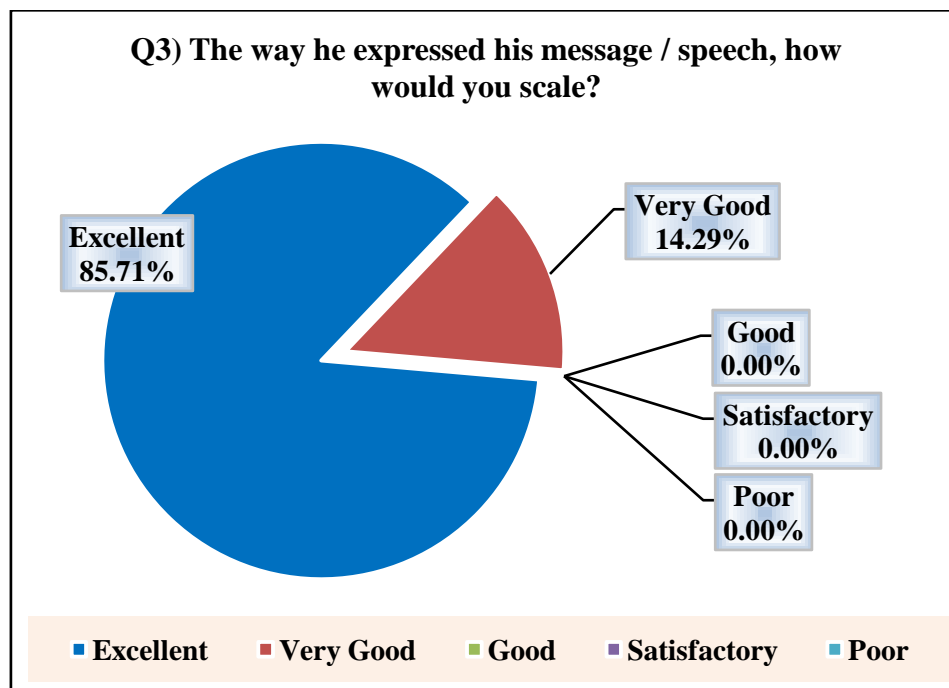


Table No. 116

Q3)	The way he expressed his message / speech, how would you scale?	Frequency	Percentage
A	Excellent	24	85.71%
B	Very Good	4	14.29%
C	Good	0	0.00%
D	Satisfactory	0	0.00%
E	Poor	0	0.00%
	Total	28	100.00%

Inference

The next question was about the way Prem Rawat expressed his message / speech. From the above figure (f-113) it is clear that majority of the respondents (85.71 percent) chose *Excellent* and 14.29 percent of the respondent said *Very Good*.

Q4) Do you like the content of his message?

Figure No. 114

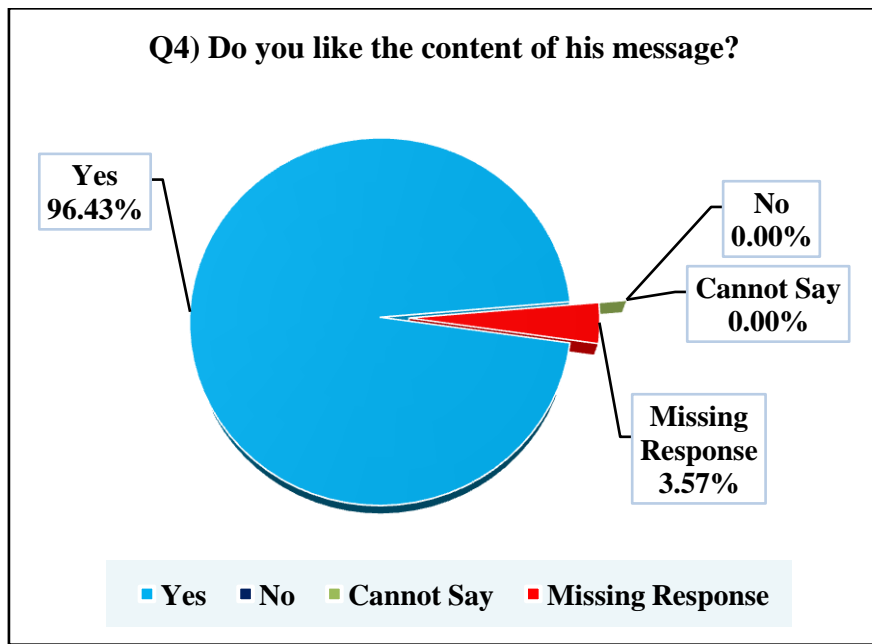


Table No. 117

Q4)	Do you like the content of his message?	Frequency	Percentage
A	Yes	27	96.43%
B	No	0	0.00%
C	Cannot Say	0	0.00%
*	Missing Response	1	3.57%
Total		28	100.00%

Inference

The next question was based on the content of Prem Rawat message, the figure (f-114) suggests that almost all of the respondents chose *Yes*.

Q5) Do you agree with today's message / speech given by Prem Rawat?

Figure No. 115

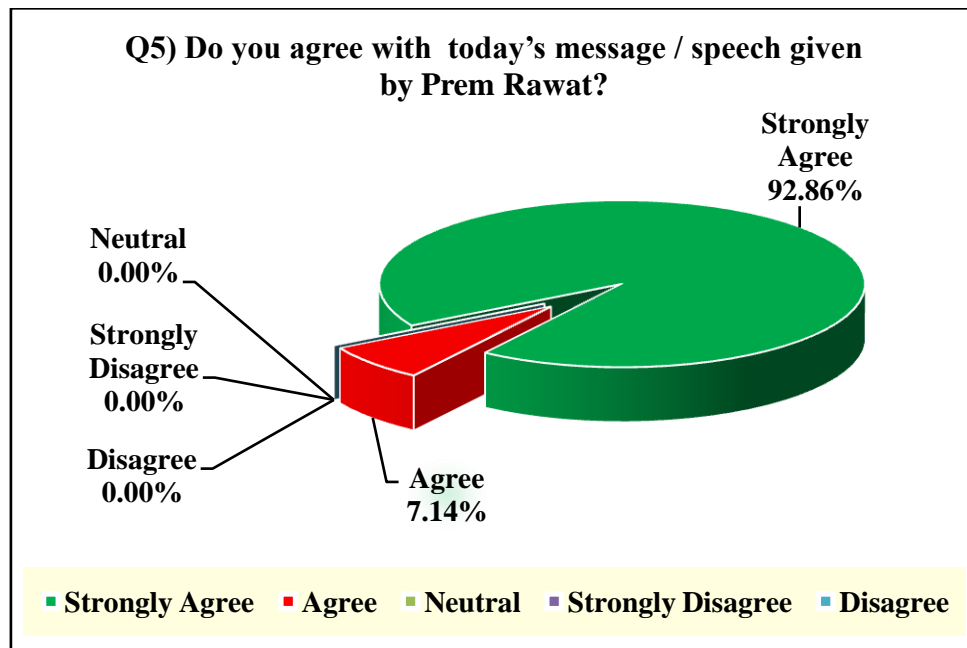


Table No. 118

Q5)	Do you agree with today's message / speech given by Prem Rawat?	Frequency	Percentage
A	Strongly Agree	26	92.86%
B	Agree	2	7.14%
C	Neutral	0	0.00%
D	Strongly Disagree	0	0.00%
E	Disagree	0	0.00%
	Total	28	100.00%

Inference

The question was to find out Prem Rawat's message / speech of live event listened to by the respondents, 'do they agree or disagree'? The above figure (f-115) explains that almost all of the respondents (92.86 percent) *Strongly Agree* with it.

Q6) In this era of modernization and technology, do you think, the message / speech of Prem Rawat will help youngsters to overcome their depression or stress?

Figure No. 116

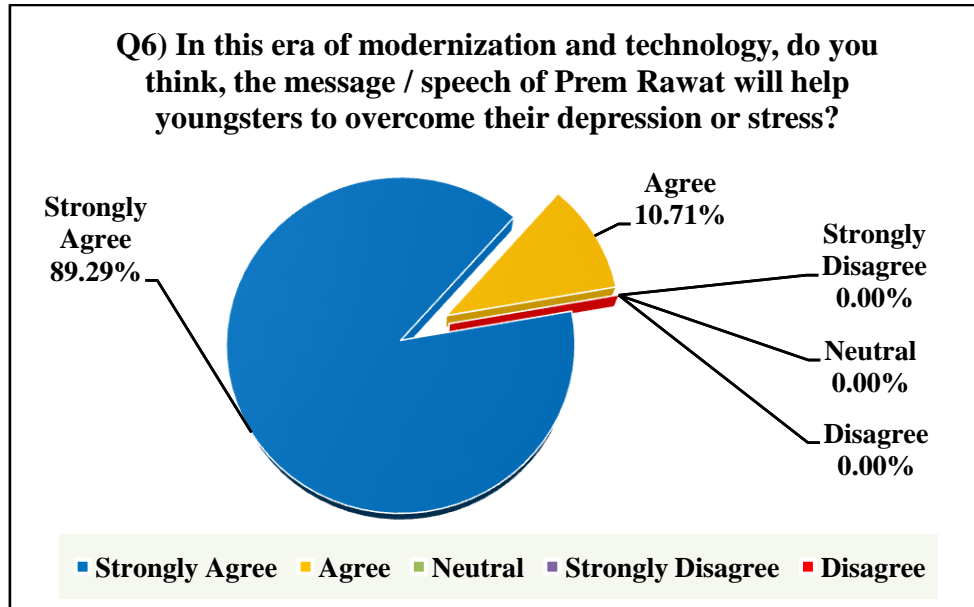


Table No. 119

Q6)	In this era of modernization and technology, do you think, the message / speech of Prem Rawat will help youngsters to overcome their depression or stress?	Frequency	Percentage
A	Strongly Agree	25	89.29%
B	Agree	3	10.71%
C	Neutral	0	0.00%
D	Strongly Disagree	0	0.00%
E	Disagree	0	0.00%
	Total	28	100.00%

Inference

According to the above figure (f-116), it can be understood that in this era of modernization and technology, the message / speech of Prem Rawat would help youngsters to overcome their depression or stress as majority of the respondents (89.29 percent) *Strongly Agreed* and rest (10.71 percent) *Agreed* with it.

Q7) Will Prem Rawat's message help you in your daily life?

Figure No. 117

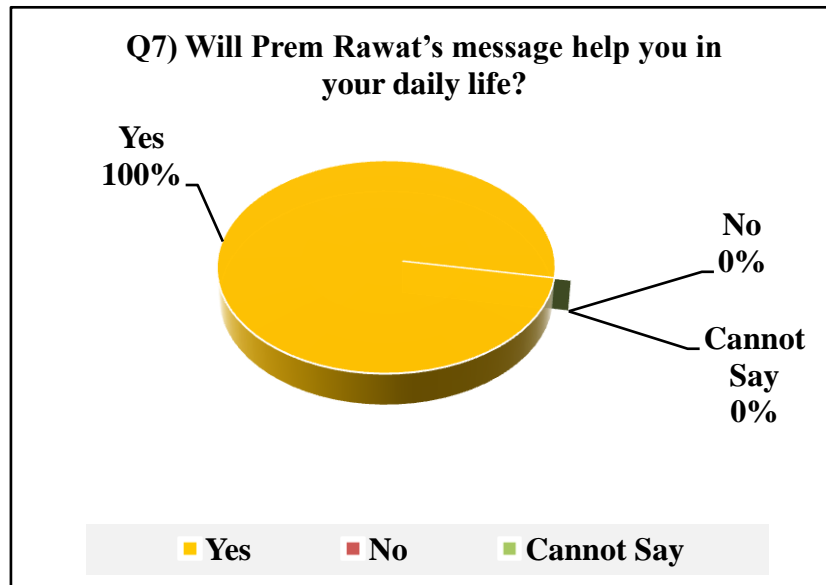


Table No. 120

Q7)	Will Prem Rawat's message help you in your daily life?	Frequency	Percentage
A	Yes	28	100.00%
B	No	0	0.00%
C	Cannot Say	0	0.00%
	Total	28	100.00%

Inference

The researcher wanted to know if Prem Rawat's message helped respondents in their daily life, the above figure (f-117) shows that all the respondents chose *Yes*.

Q8) Apart from live event / program which medium / media do you access to listen to Prem Rawat?

Figure No. 118

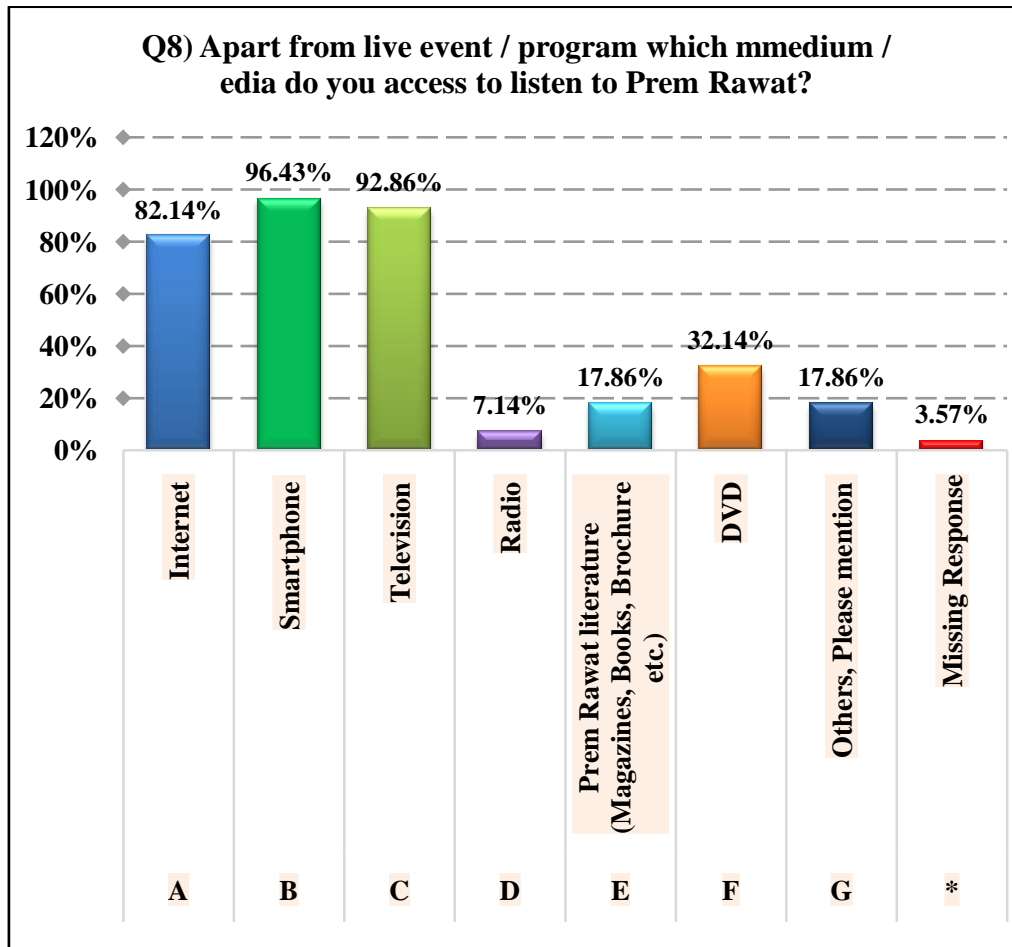


Table No. 121

Q8)	Apart from live event / program which medium / media do you access to listen to Prem Rawat?	Frequency	Percentage*
A	Internet	23	82.14%
B	Smartphone	27	96.43%
C	Television	26	92.86%
D	Radio	2	7.14%
E	Prem Rawat literature (Magazines, Books, Brochure etc.)	5	17.86%
F	DVD	9	32.14%
G	Others, Please mention	5	17.86%
*	Missing Response	1	3.57%

Inference

The next question was about the medium / media accessed by the respondents to listen to Prem Rawat apart from live event, huge majority of the respondents (96.43 percent) said *Smartphone*, 92.86 percent of the respondents chose *Television* and 82.14 percent selected *Internet*. (*Most of the respondents opted more than one option).

Figure No. 119

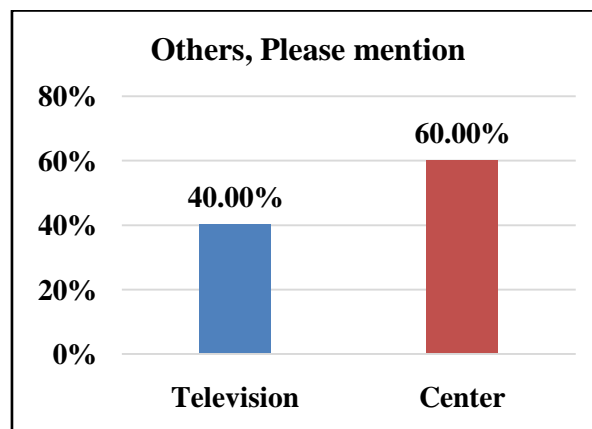


Table No. 122

Others, Please mention	Frequency	Percentage
Television	2	40.00%
Center*	3	60.00%
Total	5	100.00%

(Center* - Raj Vidya Kender Information Center)

Inference

The researcher explored the option (*Others, Please Mention*), more than half of the respondents (60 percent) chose *Raj Vidya Kender Information Center* and less than half of the respondents (40 percent) said *Television*.

Figure No. 120

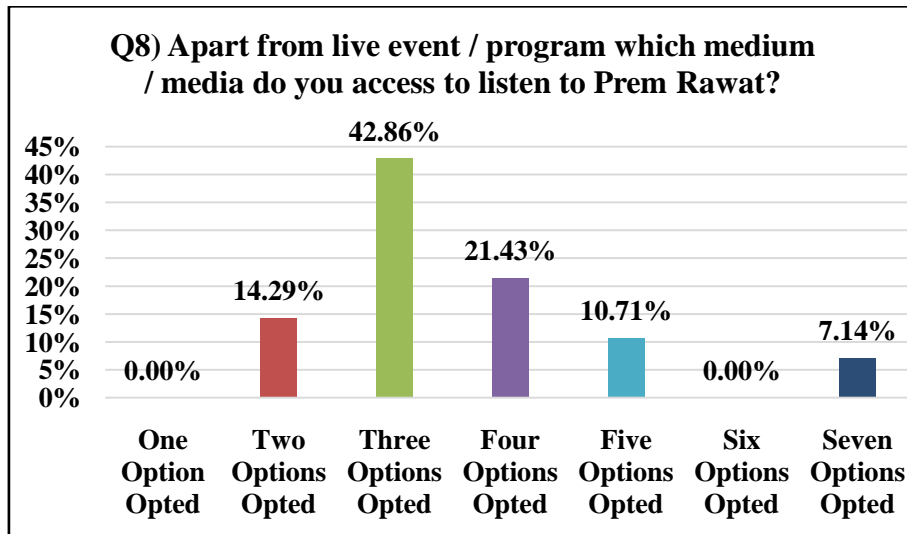


Table No. 123

Q8) Apart from live event / program which medium / media do you access to listen to Prem Rawat?

Options Opted	Frequency	Percentage
One Option Opted	0	0.00%
Two Options Opted	4	14.29%
Three Options Opted	12	42.86%
Four Options Opted	6	21.43%
Five Options Opted	3	10.71%
Six Options Opted	0	0.00%
Seven Options Opted	2	7.14%
Missing Response	1	3.57%
Total	28	100.00%

Inference

The above figure (f-120) represented that respondents chose more than *One Option* for the information regarding apart from live event of Prem Rawat other medium / media accessed by the respondents to listen to his message, so, 42.86 percent of the respondents chose *Three Options*. 21.43 percent of the respondents opted *Four Options* and 14.29 percent of the respondents gave *Two Options*. 10.71 percent and 7.14 percent of the respondents opted *Five Options* and *Seven Options* respectively.

Q9) What rank will you give to Prem Rawat as a ‘Communicator’, ‘his message’, ‘the way of expressing / communicating his message’ and ‘the influence of his message on you’?

Figure No. 121

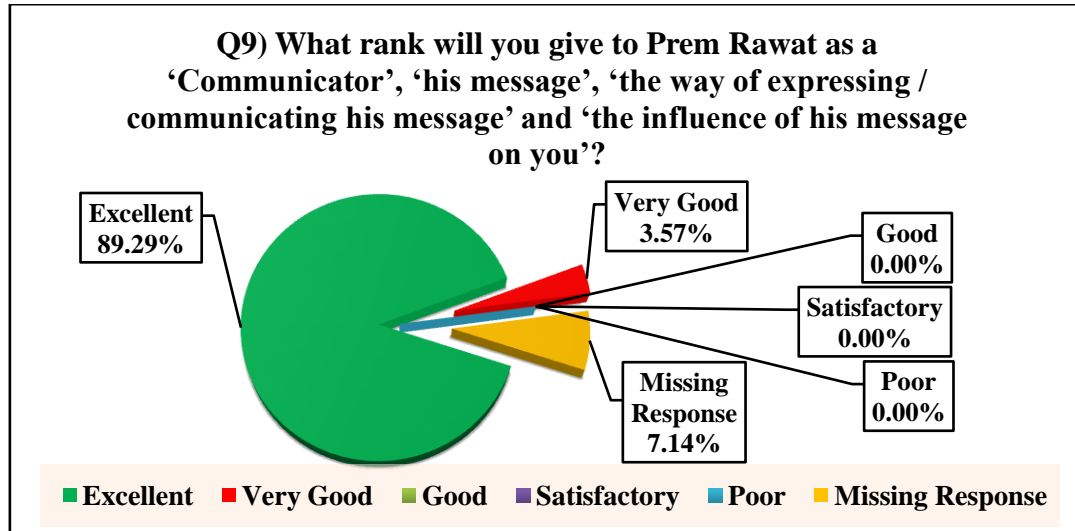


Table No. 124

Q9)	What rank will you give to Prem Rawat as a ‘Communicator’, ‘his message’, ‘the way of expressing / communicating his message’ and ‘the influence of his message on you’?	Frequency	Percentage
A	Excellent	25	89.29%
B	Very Good	1	3.57%
C	Good	0	0.00%
D	Satisfactory	0	0.00%
E	Poor	0	0.00%
*	Missing Response	2	7.14%
	Total	28	100.00%

Inference

The next question was to rank Prem Rawat as a ‘Communicator’, ‘his message’, ‘the way of expressing / communicating his message’ and ‘the influence of his message’, majority of the respondents (89.29 percent) chose *Excellent* and 3.57 percent of the respondents said *Very Good*.

9.6.3 Major Findings

- The study showed that Prem Rawat as a motivational speaker and his speech mostly liked by the youngsters and would impact positively on the life of youngsters. Question no. 2, 3, 4, 5 and 9 are based on this.
- The researcher opined that majority of the respondents agreed that in this era of modernization and technology, the speeches of Prem Rawat would help youngsters to overcome their depression or stress. Huge majority of respondents said that Prem Rawat speech / message helped them in their daily life and motivated them to live their life with possibilities and solutions. Question no. 6 and 7 are related to it.
- The study suggested that majority of the respondents accessed motivational speech / message of Prem Rawat through smartphone, television and internet. Friends and family also contributed to explore Prem Rawat live event and to overcome their stress or depression. Question no. 1 and 8 are based on the objective and are interlinked.

9.7 Introduction

Part Four :

Combined Data Analyses and Interpretation of Ranchi, Bareilly, Delhi and Mumbai, India

The researcher did combined data analyses and interpretation of Ranchi, Bareilly, Delhi and Mumbai, India.

9.7.1 Demographic Details

Gender

Figure No. 122

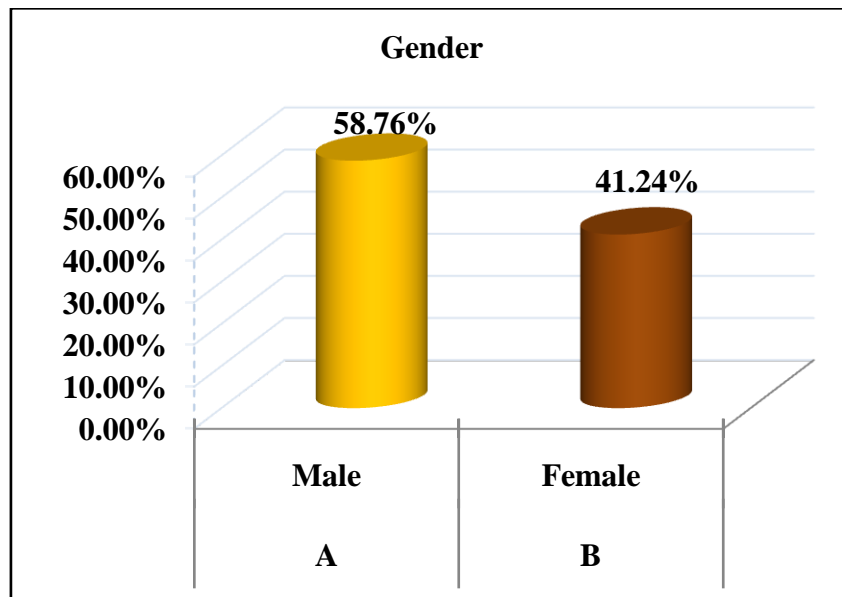


Table No. 125

S. No.	Gender	Bareilly	Ranchi	Delhi	Mumbai	frequency	Percentage
A	Male	36	34	20	24	114	58.76%
B	Female	23	22	31	4	80	41.24%
	Total	59	56	51	28	194	100.00%

Age Group

Figure No. 123

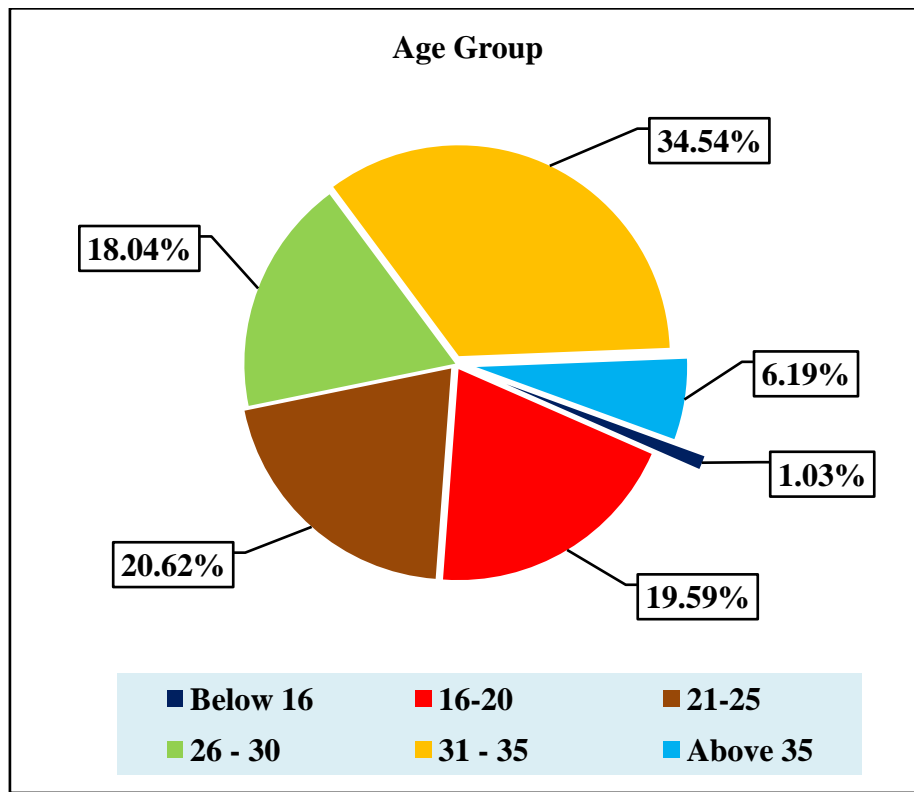


Table No. 126

S. No.	Age Group	Bareilly	Ranchi	Delhi	Mumbai	Frequency	Percentage
A	Below 16	2	0	0	0	2	1.03%
B	16-20	18	10	2	8	38	19.59%
C	21-25	15	16	7	2	40	20.62%
D	26 - 30	6	12	14	3	35	18.04%
E	31 - 35	10	14	28	15	67	34.54%
F	Above 35	8	4	0	0	12	6.19%
	Total	59	56	51	28	194	100.00%

Marital Status

Figure No. 124

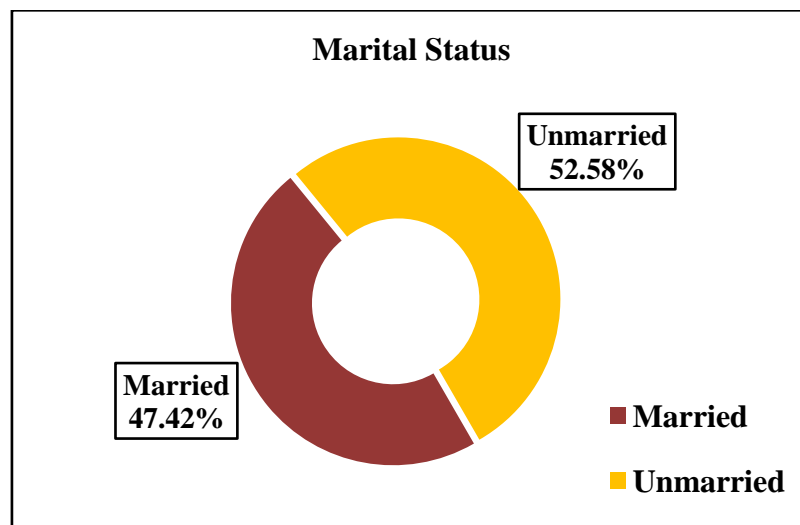


Table No. 127

S. No.	Marital Status	Bareilly	Ranchi	Delhi	Mumbai	Frequency	Percentage
A	Married	24	28	26	14	92	47.42%
B	Unmarried	35	28	25	14	102	52.58%
	Total	59	56	51	28	194	100.00%

Education

Figure No. 125

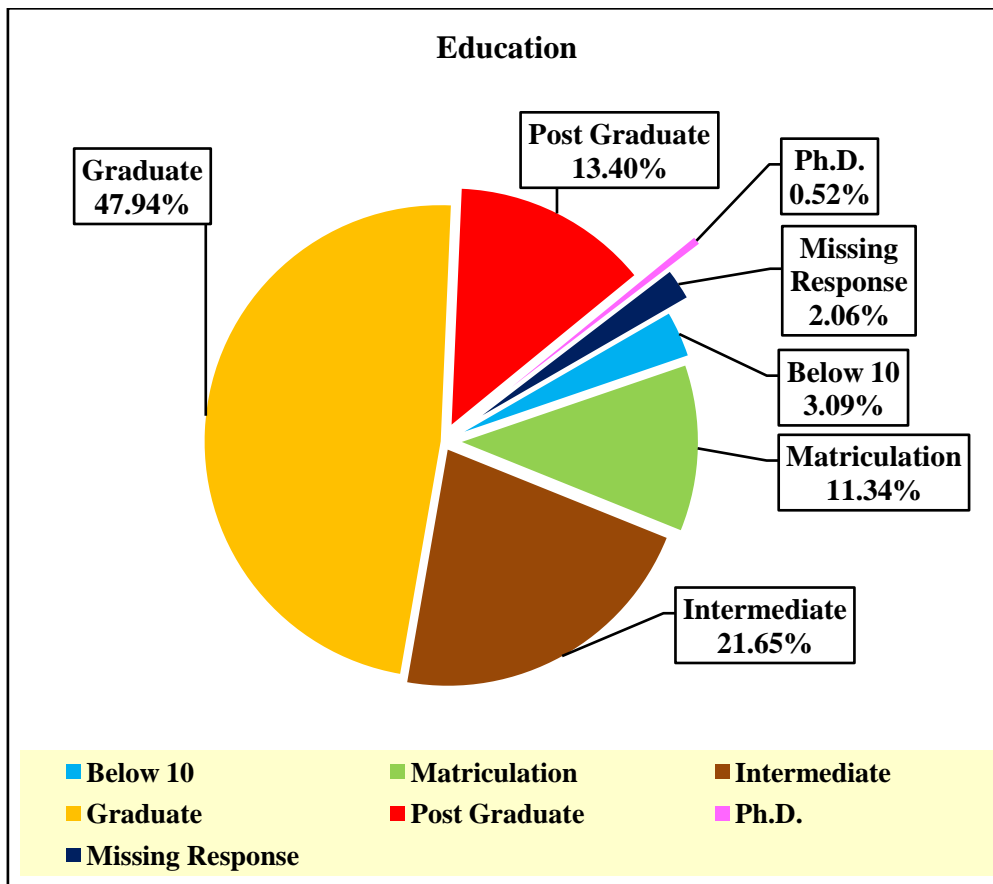


Table No. 128

S. No.	Education	Bareilly	Ranchi	Delhi	Mumbai	Frequency	Percentage
A	Below 10	6	0	0	0	6	3.09%
B	Matriculation	10	9	2	1	22	11.34%
C	Intermediate	10	20	8	4	42	21.65%
D	Graduate	24	21	28	20	93	47.94%
E	Post Graduate	6	5	12	3	26	13.40%
F	Ph.D.	0	0	1	0	1	0.52%
*	Missing Response	3	1	0	0	4	2.06%
	Total	59	56	51	28	194	100.00%

Occupation

Figure No. 126

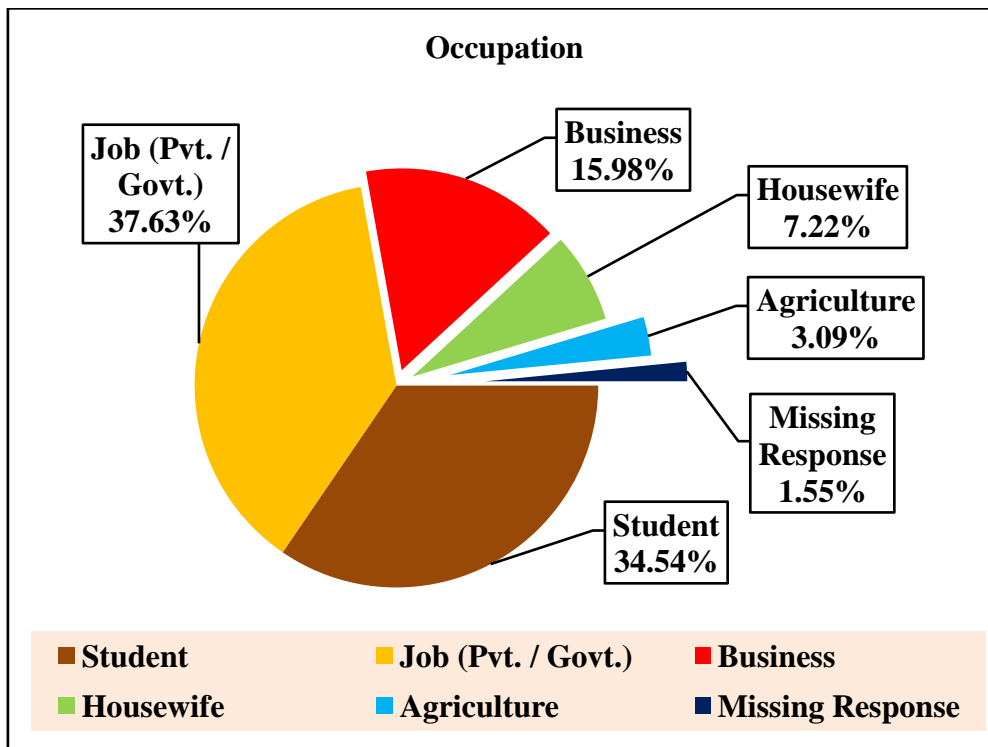


Table No. 129

S. No.	Occupation	Bareilly	Ranchi	Delhi	Mumbai	Frequency	Percentage
A	Student	28	23	9	7	67	34.54%
B	Job (Pvt. / Govt.)	17	13	28	15	73	37.63%
C	Business	5	12	8	6	31	15.98%
D	Housewife	3	5	6	0	14	7.22%
E	Agriculture	3	3	0	0	6	3.09%
*	Missing Response	3	0	0	0	3	1.55%
	Total	59	56	51	28	194	100.00%

State / Country

Figure No. 127

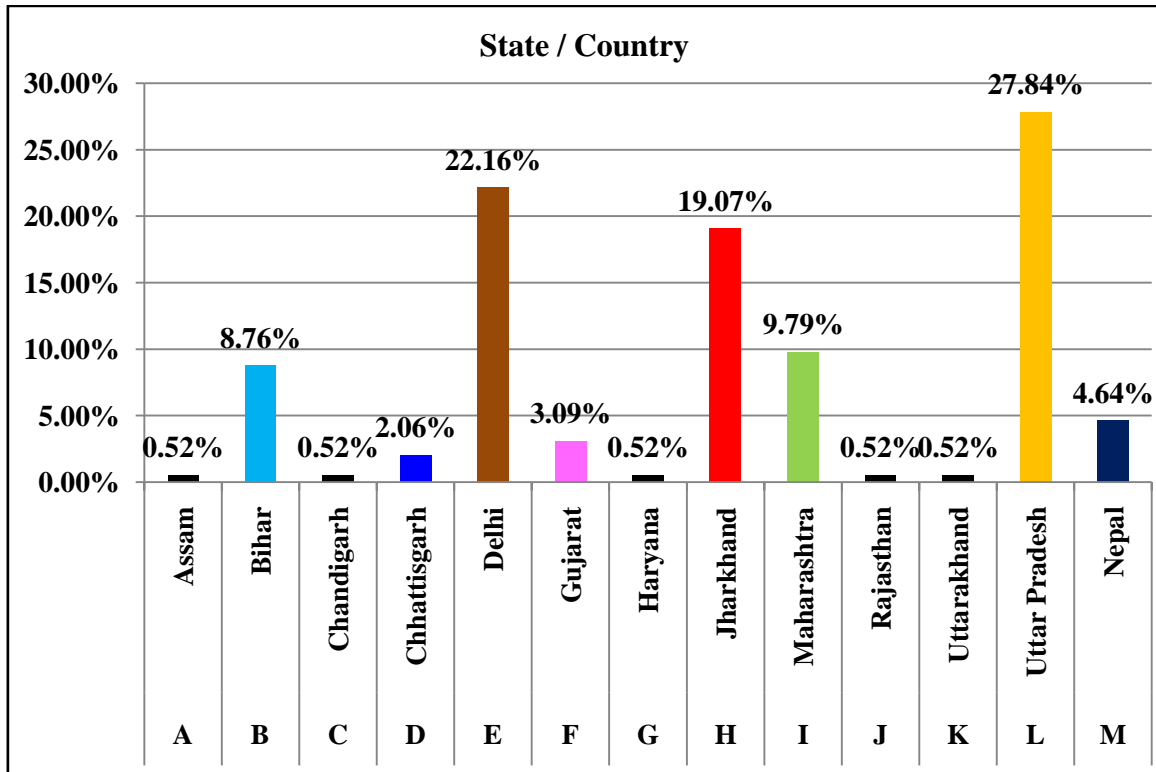


Table No. 130

S. No.	State / Country	Bareilly	Ranchi	Delhi	Mumbai	Frequency	Percentage
A	Assam	0	0	1	0	1	0.52%
B	Bihar	5	11	1	0	17	8.76%
C	Chandigarh	0	1	0	0	1	0.52%
D	Chhattisgarh	0	0	2	2	4	2.06%
E	Delhi	4	2	36	1	43	22.16%
F	Gujarat	0	0	0	6	6	3.09%
G	Haryana	0	1	0	0	1	0.52%
H	Jharkhand	1	31	5	0	37	19.07%
I	Maharashtra	1	0	0	18	19	9.79%
J	Rajasthan	0	0	0	1	1	0.52%
K	Uttarakhand	0	0	1	0	1	0.52%
L	Uttar Pradesh	48	1	5	0	54	27.84%
M	Nepal	0	9	0	0	9	4.64%
	Total	59	56	51	28	194	100.00%

9.7.2 Data Analyses

Q1) How did you get information about today’s event of Prem Rawat?

Figure No. 128

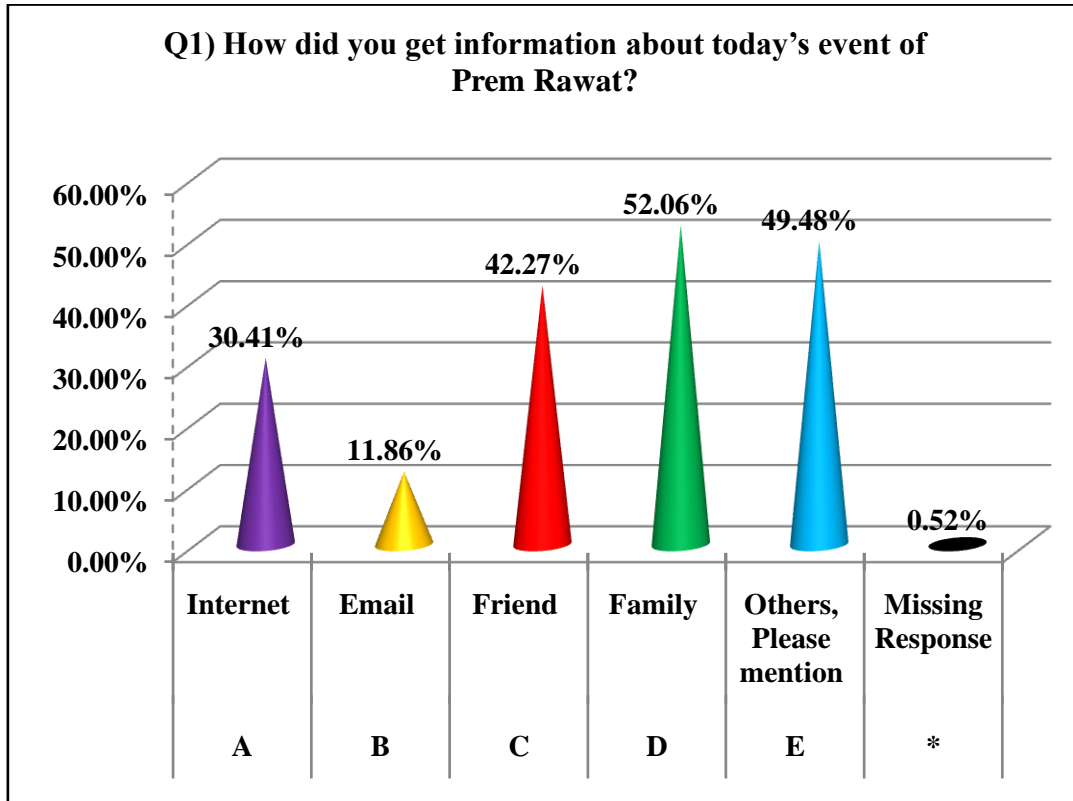


Table No. 131

Q1) How did you get information about today’s event of Prem Rawat?							
S. No.	Options	Bareilly	Ranchi	Delhi	Mumbai	frequency	Percentage*
A	Internet	10	12	24	13	59	30.41 %
B	Email	2	2	16	3	23	11.86 %
C	Friend	14	15	39	14	82	42.27 %
D	Family	30	28	31	12	101	52.06 %
E	Others, Please mention	24	14	46	12	96	49.48 %
*	Missing Response	1	0	0	0	1	0.52 %

Inference

Based on the above figure (f-128), it is clear that more than half of the respondents (52.06 percent) chose *Family* and less than half of the respondents (42.27 percent) said *Friend* regarding information of live event of Prem Rawat in Bareilly, Ranchi, Delhi and Mumbai. It proves that two step flow theory exists in the society, opinion leaders like friend and family contributes much in decision making. (*Most of the respondents opted more than one option).

Figure No. 129

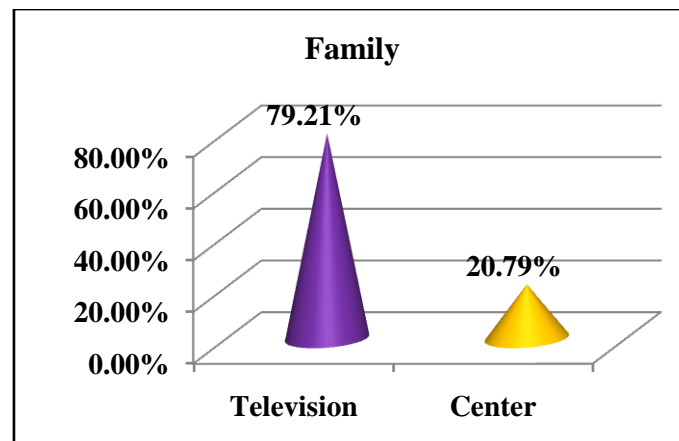


Table No. 132

Family	Bareilly	Ranchi	Delhi	Mumbai	Frequency	Percentage
Television	23	18	29	10	80	79.21 %
Center*	7	10	2	2	21	20.79 %
Total	30	28	31	12	101	100.00 %

(Center* - Raj Vidya Kender Information Center)

Inference

The researcher dug the option *Family* regarding information about the live event. More than three-fourth of the respondents (79.21 percent) said *Television* and some of them (20.79 percent) told *Raj Vidya Kender Information Center*. Center is the place where they get information like upcoming events.

Figure No. 130

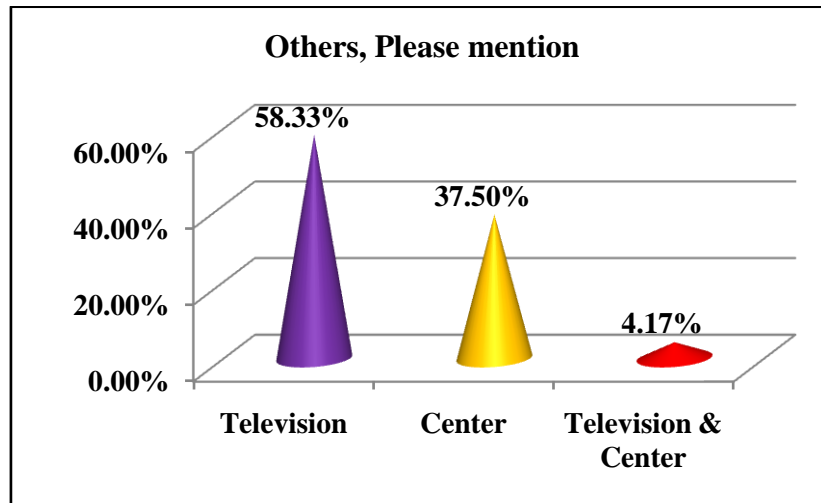


Table No. 133

Others, Please mention	Bareilly	Ranchi	Delhi	Mumbai	Total	Percentage
Television	3	6	40	7	56	58.33 %
Center*	21	4	6	5	36	37.50 %
Television & Center*	0	4	0	0	4	4.17 %
Total	24	14	46	12	96	100.00 %

(Center* - Raj Vidya Kender Information Center)

Inference

The researcher explored the option (*Others, Please Mention*), more than half of the respondents (58.33 percent) said *Television* and 37.50 percent chose *Raj Vidya Kender Information Center*. It is clear that *Television* and *Center* both support in disseminating information regarding live event.

Figure No. 131

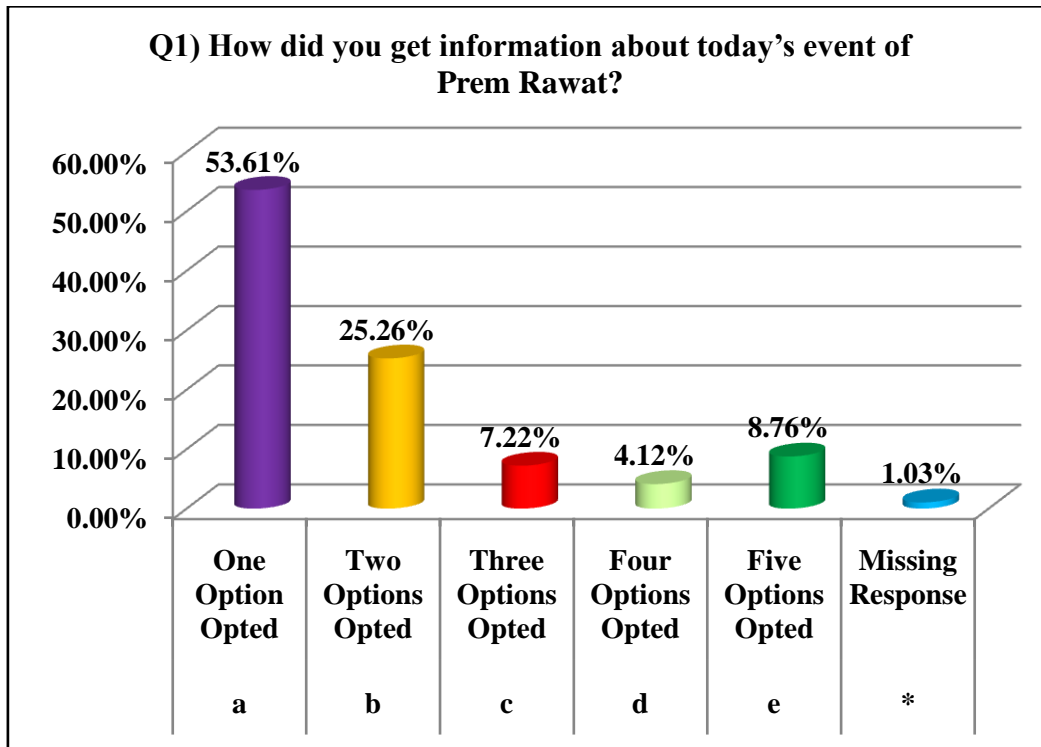


Table No. 134

Q2) How did you get information about today's event of Prem Rawat?						
Options Opted	Bareilly	Ranchi	Delhi	Mumbai	Total	Percentage
One Option Opted	40	43	6	15	104	53.61 %
Two Options Opted	16	8	18	7	49	25.26 %
Three Options Opted	1	4	7	2	14	7.22 %
Four Options Opted	0	0	7	1	8	4.12 %
Five Options Opted	1	0	13	3	17	8.76 %
Missing Response	1	1	0	0	2	1.03 %
Total	59	56	51	28	194	100.00 %

Inference

The above figure (f-131) portrays that respondents chose more than *One Option* for the information regarding live event of Prem Rawat, so, 53.61 percent of the respondents chose *One Option*. 25.26 percent of the respondents opted *Two Options* and 8.76 percent of the respondents gave *Five Options* and 7.22 percent of the respondents chose *Three Options*, 4.12 percent of the respondents opted *Four Options*.

Q2) Prem Rawat as a communicator, what rank would you give?

Figure No. 132

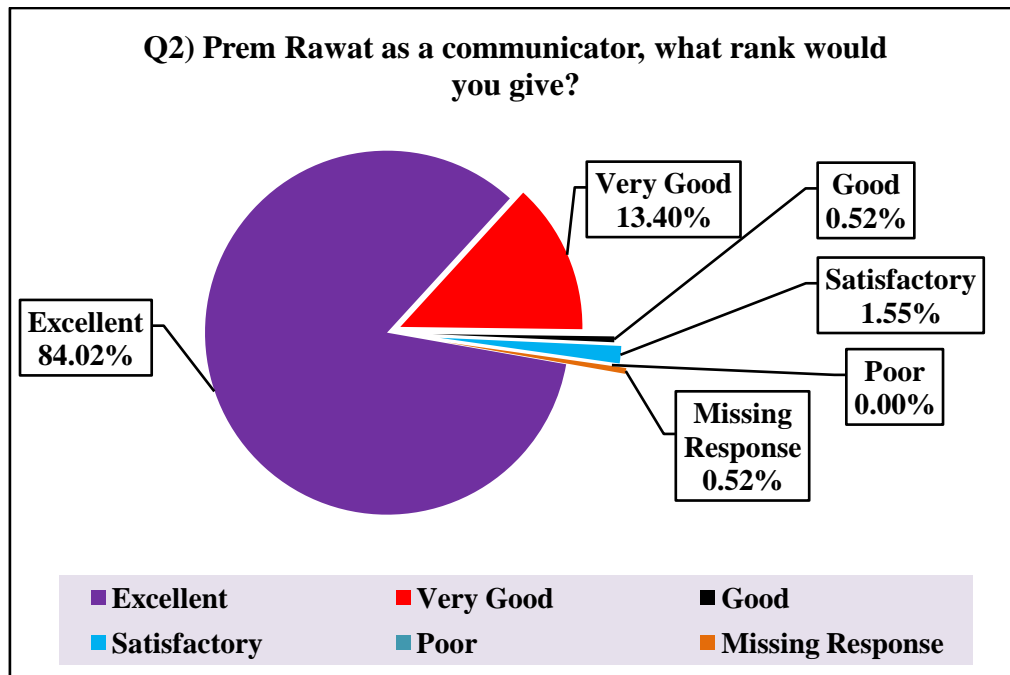


Table No. 135

Q2) Prem Rawat as a communicator, what rank would you give?							
S. No.	Options	Bareilly	Ranchi	Delhi	Mumbai	frequency	Percentage*
A	Excellent	55	38	48	22	163	84.02 %
B	Very Good	2	16	3	5	26	13.40 %
C	Good	0	1	0	0	1	0.52 %
D	Satisfactory	1	1	0	1	3	1.55 %
E	Poor	0	0	0	0	0	0.00 %
*	Missing Response	1	0	0	0	1	0.52 %
	Total	59	56	51	28	194	100.00 %

Inference

The above figure (f-132) and table (t-135) show that majority of the respondents (84.02 percent) chose *Excellent* and 13.40 percent of the respondent said *Very Good*.

Q3) The way he expressed his message / speech, how would you scale?

Figure No. 133

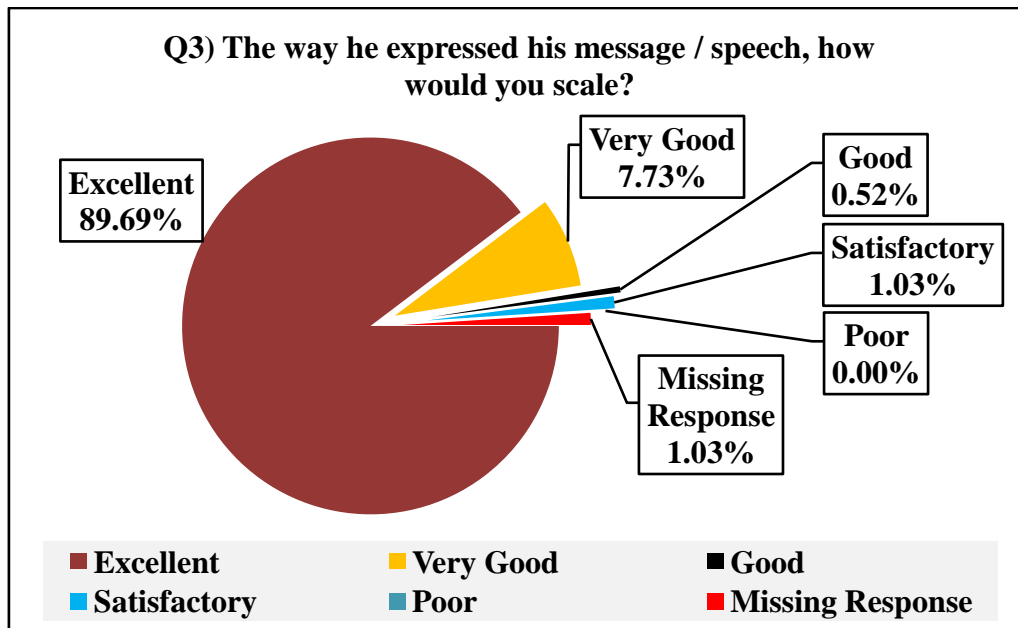


Table No. 136

Q3) The way he expressed his message / speech, how would you scale?							
S. No.	Options	Bareilly	Ranchi	Delhi	Mumbai	Frequency	Percentage
A	Excellent	57	44	49	24	174	89.69 %
B	Very Good	1	8	2	4	15	7.73 %
C	Good	0	1	0	0	1	0.52 %
D	Satisfactory	0	2	0	0	2	1.03 %
E	Poor	0	0	0	0	0	0.00 %
*	Missing Response	1	1	0	0	2	1.03 %
	Total	59	56	51	28	194	100.00 %

Inference

The next question was about the way Prem Rawat expressed his message / speech. From the above figure (f-133), it is clear that majority of the respondents (89.69 percent) chose *Excellent* and only 7.73 percent of the respondent stated *Very Good*.

Q4) Do you like the content of his message?

Figure No. 134

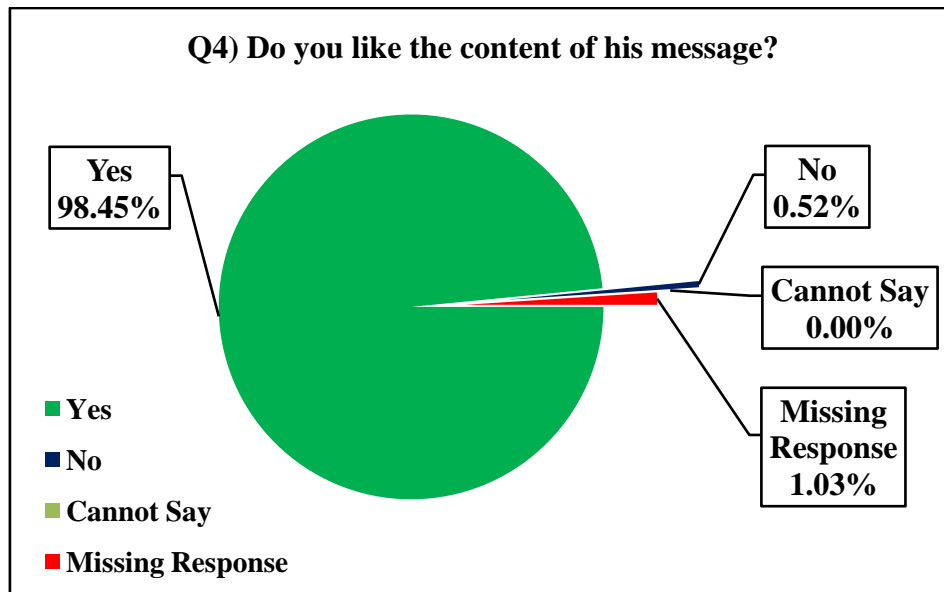


Table No. 137

Q4) Do you like the content of his message?							
S. No.	Options	Bareilly	Ranchi	Delhi	Mumbai	Frequency	Percentage
A	Yes	57	56	51	27	191	98.45 %
B	No	1	0	0	0	1	0.52 %
C	Cannot Say	0	0	0	0	0	0.00 %
*	Missing Response	1	0	0	1	2	1.03 %
	Total	59	56	51	28	194	100.00 %

Inference

The question was based on the content of Prem Rawat messages, the figure (f-134) shows that almost all of the respondents (98.45 percent) chose *Yes*.

Q5) Do you agree with today's message / speech given by Prem Rawat?

Figure No. 135

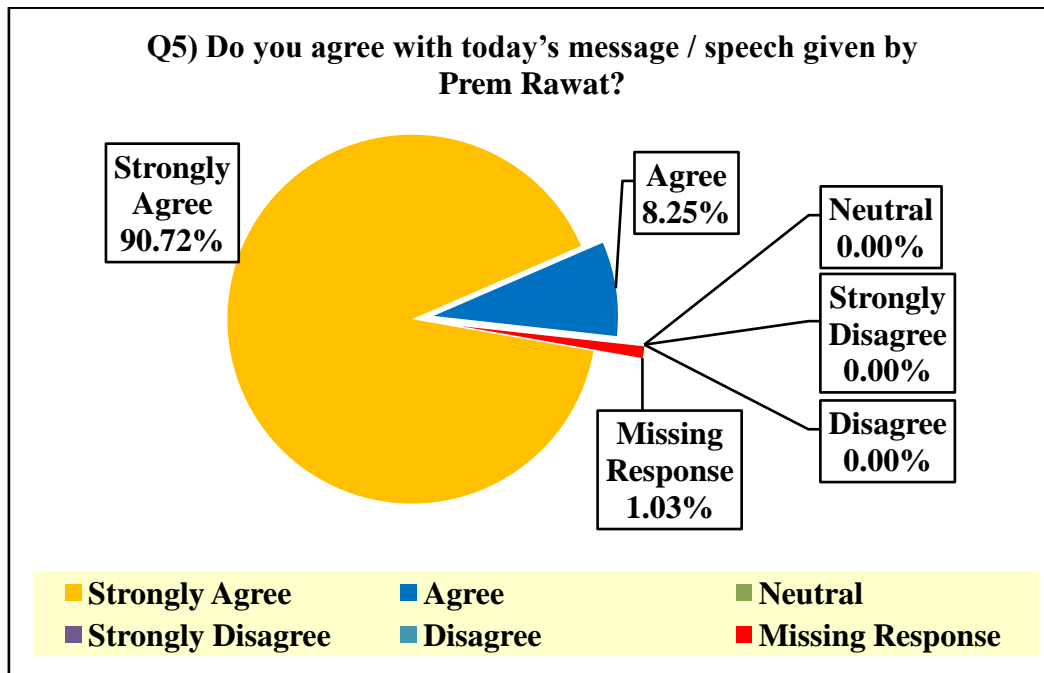


Table No. 138

Q5) Do you agree with today's message / speech given by Prem Rawat?							
S. No.	Options	Bareilly	Ranchi	Delhi	Mumbai	Frequency	Percentage
A	Strongly Agree	57	45	48	26	176	90.72 %
B	Agree	1	10	3	2	16	8.25 %
C	Neutral	0	0	0	0	0	0.00 %
D	Strongly Disagree	0	0	0	0	0	0.00 %
E	Disagree	0	0	0	0	0	0.00 %
*	Missing Response	1	1	0	0	2	1.03 %
	Total	59	56	51	28	194	100.00 %

Inference

The next question was to find out if Prem Rawat's message / speech of live event listened to by the respondent, 'do they agree or disagree'? The figure (f-135) opines that huge majority of the respondents (90.72 percent) *Strongly Agreed* with it.

Q6) In this era of modernization and technology, do you think, the message / speech of Prem Rawat will help youngsters to overcome their depression or stress?

Figure No. 136

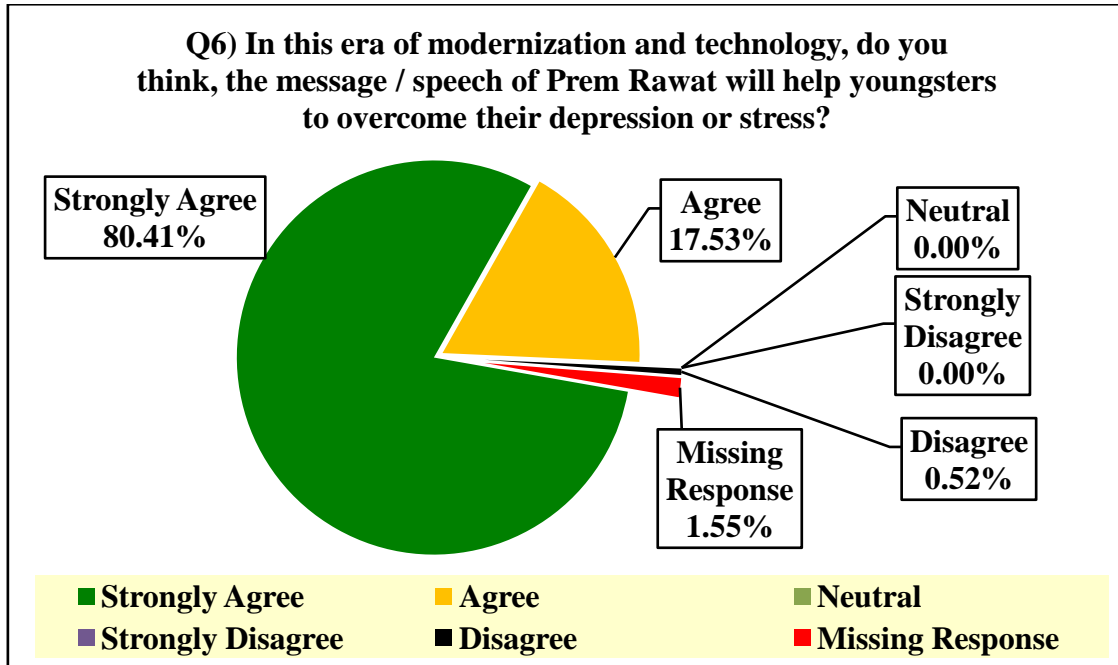


Table No. 139

Q6)		In this era of modernization and technology, do you think, the message / speech of Prem Rawat will help youngsters to overcome their depression or stress?					
S. No.	Options	Bareilly	Ranchi	Delhi	Mumbai	Frequency	Percentage
A	Strongly Agree	47	40	44	25	156	80.41 %
B	Agree	10	14	7	3	34	17.53 %
C	Neutral	0	0	0	0	0	0.00 %
D	Strongly Disagree	0	0	0	0	0	0.00 %
E	Disagree	1	0	0	0	1	0.52 %
*	Missing Response	1	2	0	0	3	1.55 %
	Total	59	56	51	28	194	100.00 %

Inference

The figure (f-136) shows that in this era of modernization and technology, the message / speech of Prem Rawat would help youngsters to overcome their depression or stress as majority of the respondents (80.41 percent) *Strongly Agreed* and 17.53 percent *Agreed*.

Q7) Will Prem Rawat's message help you in your daily life?

Figure No. 137

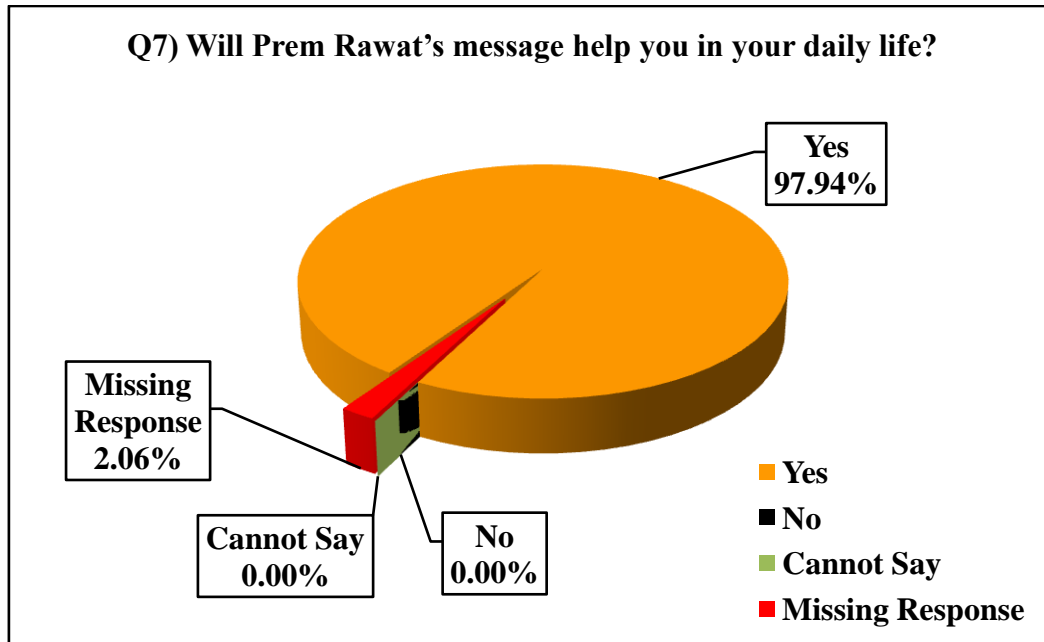


Table No. 140

Q7)		Will Prem Rawat's message help you in your daily life?					
S. No.	Options	Bareilly	Ranchi	Delhi	Mumbai	Frequency	Percentage
A	Yes	57	54	51	28	190	97.94 %
B	No	0	0	0	0	0	0.00 %
C	Cannot Say	0	0	0	0	0	0.00 %
*	Missing Response	2	2	0	0	4	2.06 %
	Total	59	56	51	28	194	100.00 %

Inference

The researcher wanted to know if Prem Rawat's messages helped respondents in their daily life. The above figure (f-137) shows that almost all of the respondents (97.94 percent) chose *Yes* it helped.

Q8) Apart from live event / program which medium / media do you access to listen to Prem Rawat?

Figure No. 138

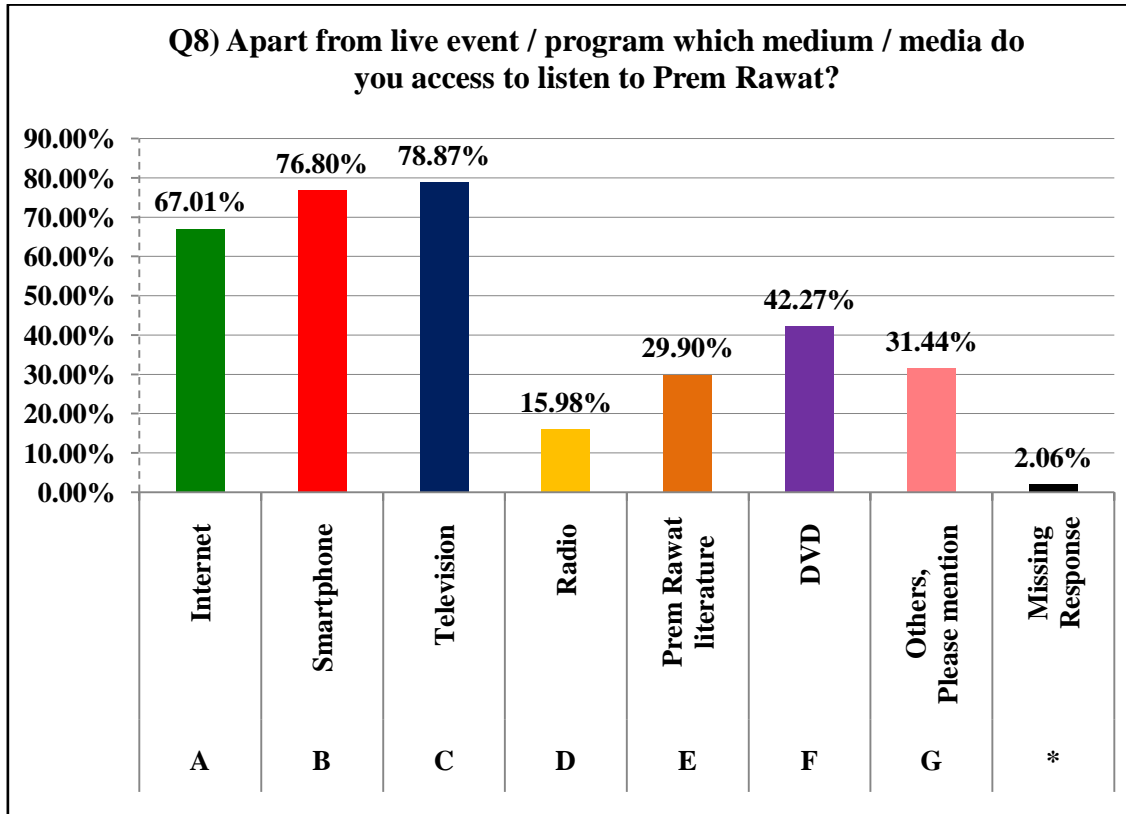


Table No. 141

Q8) Apart from live event / program which medium / media do you access to listen to Prem Rawat?							
S. No.	Options	Bareilly	Ranchi	Delhi	Mumbai	frequency	Percentage*
A	Internet	29	30	48	23	130	67.01 %
B	Smartphone	37	35	50	27	149	76.80 %
C	Television	46	37	44	26	153	78.87 %
D	Radio	5	12	12	2	31	15.98 %
E	Prem Rawat literature	17	18	18	5	58	29.90 %
F	DVD	32	25	16	9	82	42.27 %
G	Others, Please mention	15	7	34	5	61	31.44 %
*	Missing Response	1	2	0	1	4	2.06 %

Inference

The next question was about the medium / media accessed by the respondents to listen to Prem Rawat apart from live event, more than three-fourth of the respondents (78.87 percent) chose *Smartphone*, 76.80 percent said *Television* and 67.01 percent of the respondents picked Internet. (*Most of the respondents opted more than one option).

Figure No. 139

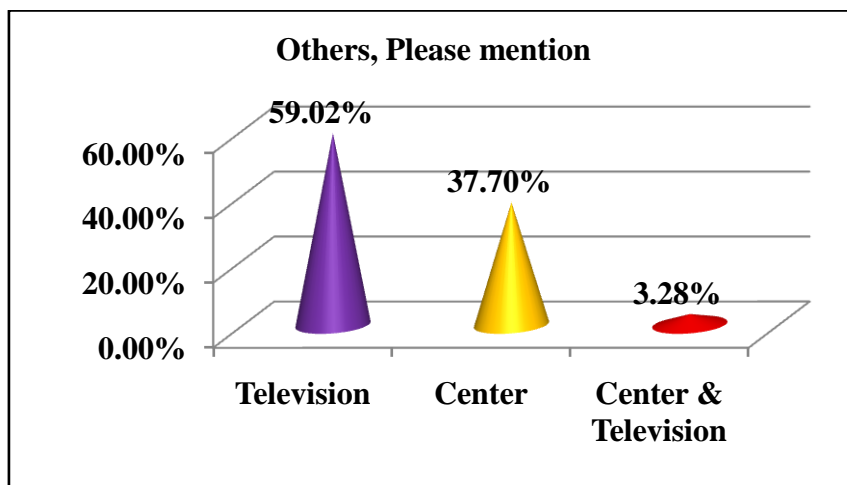


Table No. 142

Others, Please mention	Bareilly	Ranchi	Delhi	Mumbai	Frequency	Percentage
Television	5	5	24	2	36	59.02 %
Center*	10	0	10	3	23	37.70 %
Center* & Television	0	2	0	0	2	3.28 %
Total	15	7	34	5	61	100.00 %

(Center* - Raj Vidya Kender Information Center)

Inference

The researcher dug and explored the option (*Others, Please Mention*), more than half of the respondents (59.02 percent) said *Television* and rest 37.70 percent of the respondents chose *Raj Vidya Kender Information Center*.

Figure No. 140

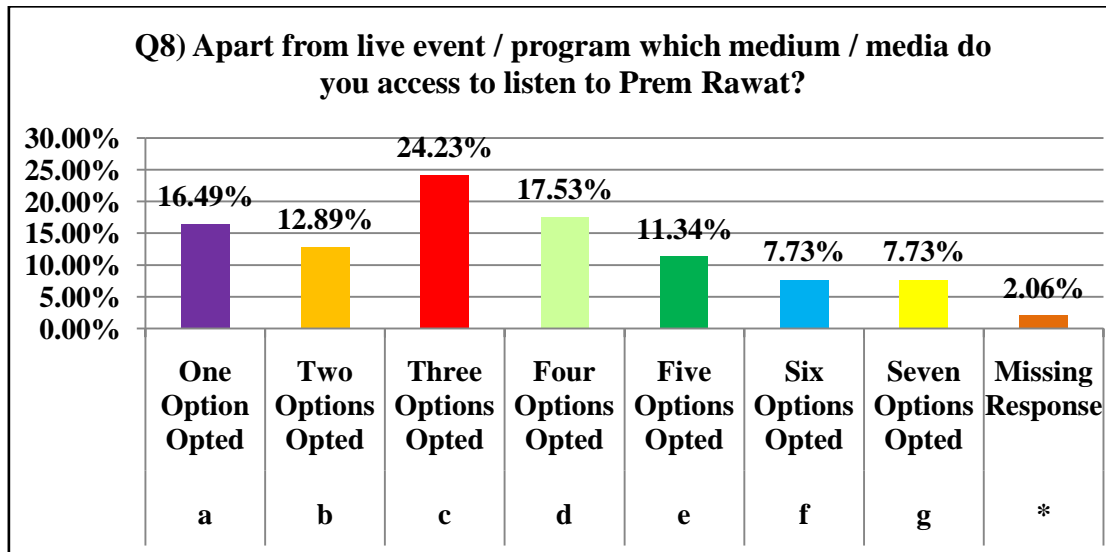


Table No. 143

Q8) Apart from live event / program which medium / media do you access to listen to Prem Rawat?						
Options Opted	Bareilly	Ranchi	Delhi	Mumbai	Frequency	Percentage
One Option Opted	12	18	2	0	32	16.49 %
Two Options Opted	8	8	5	4	25	12.89 %
Three Options Opted	16	9	10	12	47	24.23 %
Four Options Opted	10	3	15	6	34	17.53 %
Five Options Opted	7	7	5	3	22	11.34 %
Six Options Opted	5	7	3	0	15	7.73 %
Seven Options Opted	0	2	11	2	15	7.73 %
Missing Response	1	2	0	1	4	2.06 %
Total	59	56	51	28	194	100.00 %

Inference

According to the above figure (f-140), it is clear that respondents chose more than *One Option* for the information regarding, apart from live event of Prem Rawat, other medium / media the respondents accessed to listen to his message, so 24.23 percent of the respondents chose *Three Options*. 17.53 percent of the respondents opted *Four Options* and 16.49 percent of the respondents gave *One Option*, 11.34 percent of the respondents opted *Five Options*, both *Six Options* and *Seven Options* were opted by 7.73 percent each.

Q9) What rank will you give to Prem Rawat as a ‘Communicator’, ‘his message’, ‘the way of expressing / communicating his message’ and ‘the influence of his message on you’?

Figure No. 141

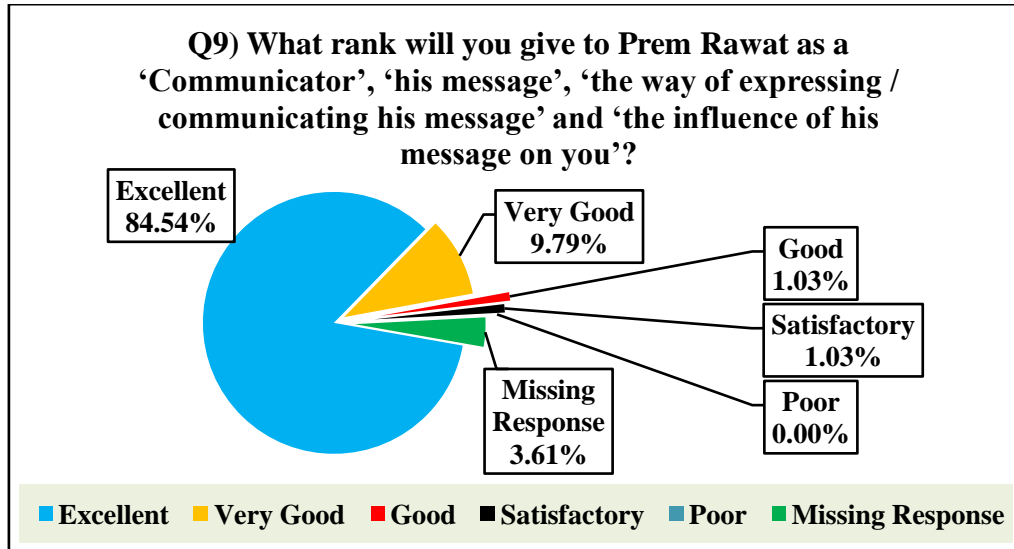


Table No. 144

Q9) What rank will you give to Prem Rawat as a ‘Communicator’, ‘his message’, ‘the way of expressing / communicating his message’ and ‘the influence of his message on you’?							
S. No.	Options	Bareilly	Ranchi	Delhi	Mumbai	Frequency	Percentage
A	Excellent	52	40	47	25	164	84.54 %
B	Very Good	5	10	3	1	19	9.79 %
C	Good	0	1	1	0	2	1.03 %
D	Satisfactory	0	2	0	0	2	1.03 %
E	Poor	0	0	0	0	0	0.00 %
*	Missing Response	2	3	0	2	7	3.61 %
	Total	59	56	51	28	194	100.00 %

Inference

The next question was to rank Prem Rawat as a ‘Communicator’, ‘his message’, ‘the way of expressing / communicating his message’ and ‘the influence of his message’, majority of the respondents (84.54 percent) chose *Excellent* and 9.79 percent of the respondents said *Very Good*.

Q10) What did you like in his message / speech the most?

Figure No. 142

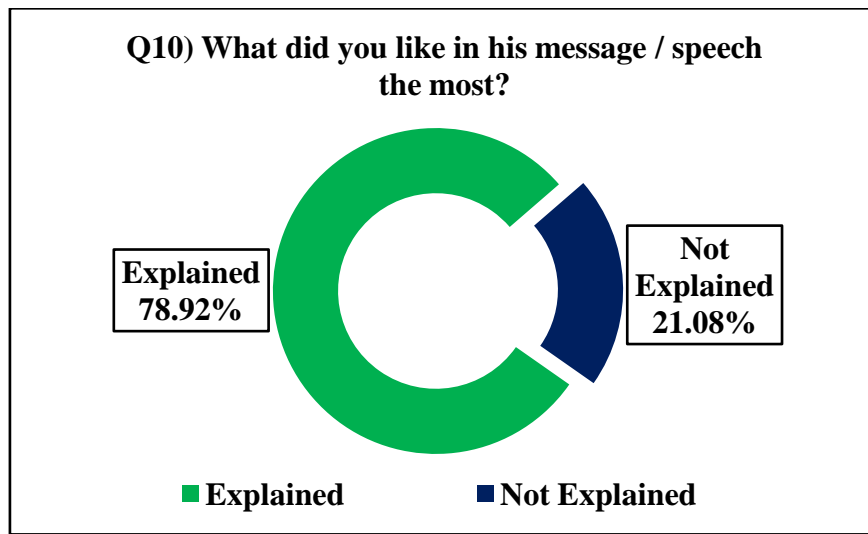


Table No. 145

Q10)	What did you like in his message / speech the most?					
S. No.	Options	Bareilly	Ranchi	Delhi	Frequency	Percentage
A	Explained*	47	45	39	131	78.92 %
B	Not Explained*	12	11	12	35	21.08 %
	Total	59	56	51	166	100.00 %

(Explained* - Respondents who gave explanation)

(Not Explained* - Respondents who did not give explanation)

Inference

According to the above figure (f-142), 78.92 percent of the respondents *Explained* and rest 21.08 percent *Did not Explain*. The above question (Q.10) is not included in Mumbai.

The table below categorizes the explanation given by the respondents :

Table No. 146

S. No.	Explanations (Thematic)	No. of Respondents
1.	Peace / Inner Peace / Peace is Possible	68
2.	Humanity / Contentment / Inner Strength / Help / Respect / Women Respect / Human Being / Mercy	26
3.	Hope / Appreciation / Happiness / Satisfaction / Focus	24
4.	Doha / Saying	18
5.	Real Life Examples / Facts	15
6.	Importance of Breathe	12
7.	Equality / His Message is Beyond Caste, Creed, Culture / His Message is for Everyone	10
8.	Simple way of Explaining Things / Everything whatever he Said	9
9.	Know thy Self	8
10.	Story	6
11.	Ved Vyasji and Ganeshji Story Example	5
12.	Listen to your heart	5
13.	Remove orthodox Boundaries	5
14.	Hanuman and Ram Story Example	5
15.	Light the Lamp Within and Remove Darkness / One Lighten Candle can Lit Other Candle Example	5
16.	God is within You / What You are Looking is inside of You	4
17.	Live Your Life for Yourself / Give Time to Yourself / Live in Present	4
18.	Life / Make Your Life Successful	4

19.	Inspiration for Youngsters	3
20.	Don't Break Nature's Rules	3
21.	Lion Story	2
22.	Don't Take Revenge	2
23.	Self-Thinking / Dignity	2
24.	Question / Answer	2
25.	Whatever You Want to Do, Do It Now	2
26.	Face the Problems like the New Born Baby	2
27.	Control Your Anger	1
28.	Think for solutions not for Problems	1
29.	Don't be Greedy	1
30.	Spirituality	1

9.7.3 Major Findings

- The study opines that Prem Rawat as an inspirational communicator and his messages strongly liked by the youth and would certainly impact on the life of the youngsters. To accomplish this question no. 2, 3, 4, 5 and 9 were based on it.
- The most liked topics in Prem Rawat message / speech were peace is possible, hope, appreciation, happiness, satisfaction, humanity, contentment, Inner Strength, help, importance of breathe, life, make life successful, real life facts and examples, know thy self, etc. The study showed that majority of the respondents strongly agreed that in this era of modernization and technology, the message / speech of Prem Rawat would help youngsters to overcome their depression or stress and his messages would definitely help in everyday life. To find out it, question no. 6, 7 and 10 were allied.
- The study suggested that majority of respondents accessed Smartphone, Television, Internet, DVDs and Prem Rawat literatures. Opinion leaders like Friend and Family contributed to explore live event of Prem Rawat. To scrutinize this question no. 1 and 8 were based on it.

9.8 Introduction

Part Five :

Open-ended Questionnaire Survey through Email

The researcher did survey through email, all the questions were open-ended. The respondents had full opportunity to write their opinion, suggestion and thought. The study was qualitative in nature. The researcher sent questionnaire to 30 respondents and 20 respondents sent it back after filling the questionnaire.

9.8.1 Demographic Details

Gender

Figure No. 143

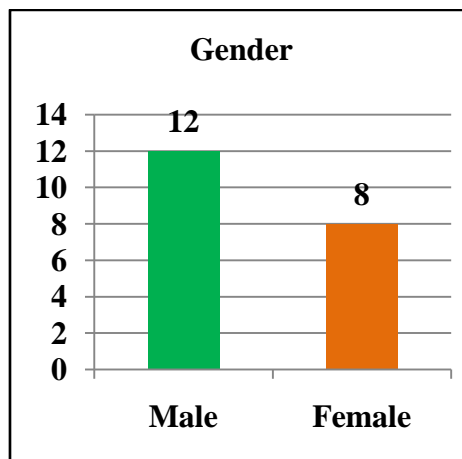


Table No. 147

Gender	Frequency
Male	12
Female	8
Total	20

Age Group

Figure No. 144

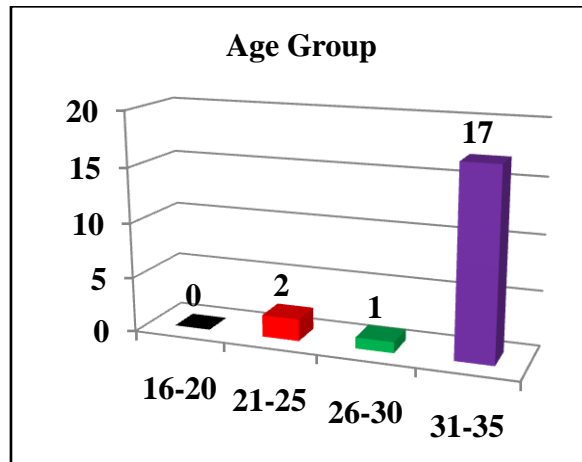


Table No. 148

Age Group	Frequency
16-20	0
21-25	2
26-30	1
31-35	17
Total	20

Marital Status

Figure No. 145

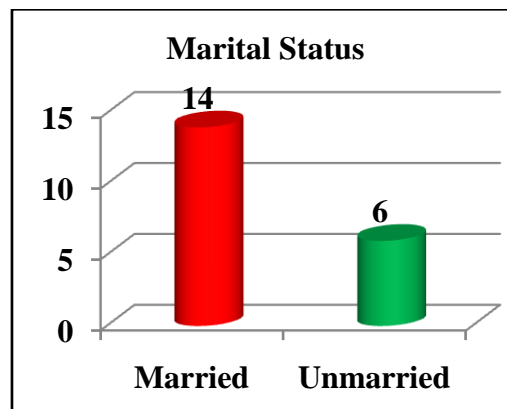


Table No. 149

Marital Status	Frequency
Married	14
Unmarried	6
Total	20

Education

Figure No. 146

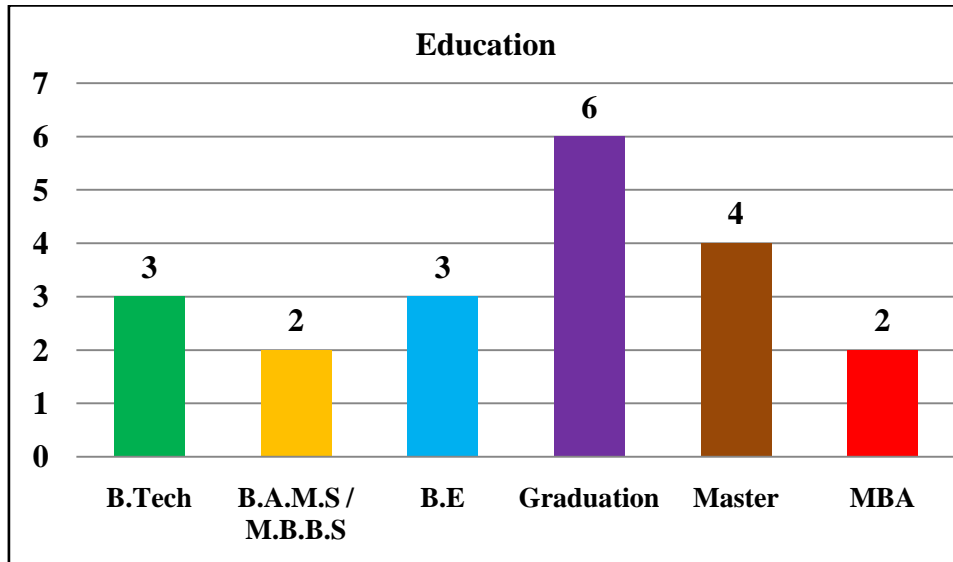


Table No. 150

Education	Frequency
B.Tech	3
B.A.M.S / M.B.B.S	2
B.E	3
Graduation	6
Master	4
MBA	2
Total	20

Occupation

Figure No. 147

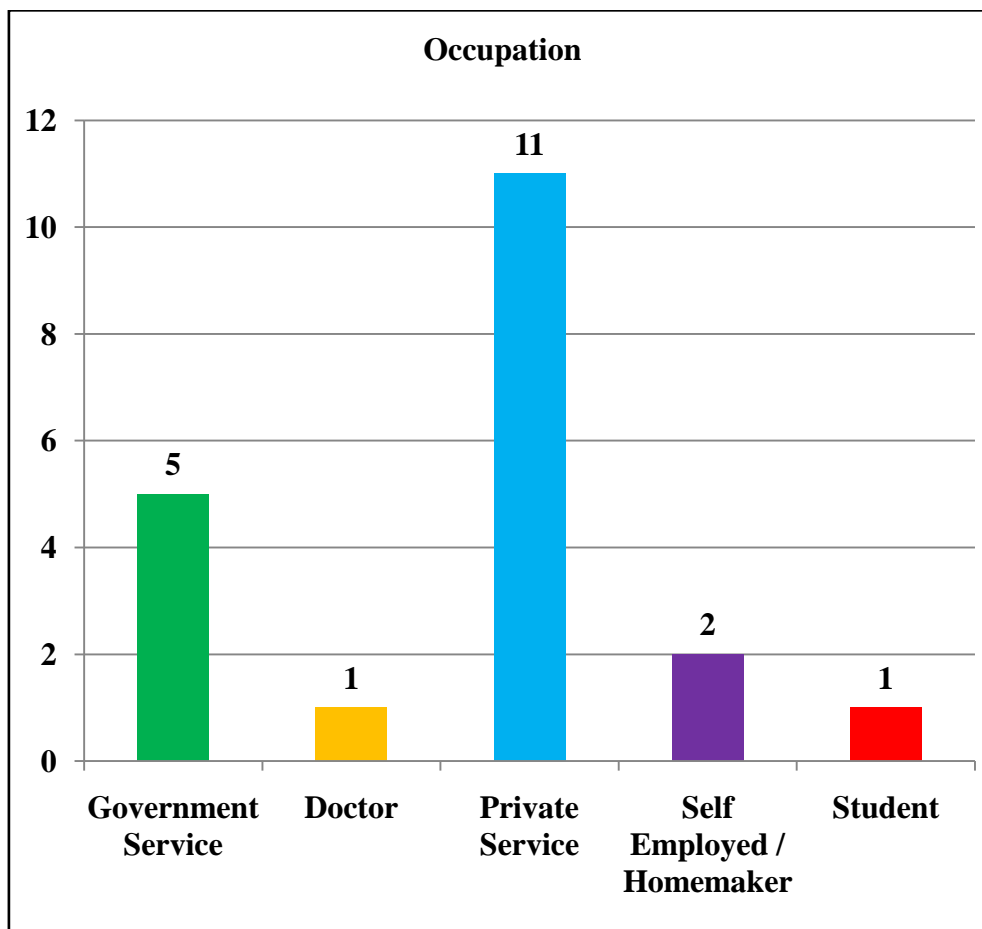


Table No. 151

Occupation	Frequency
Government Service	5
Doctor	1
Private Service	11
Self Employed / Homemaker	2
Student	1
Total	20

State / Country

Figure No. 148

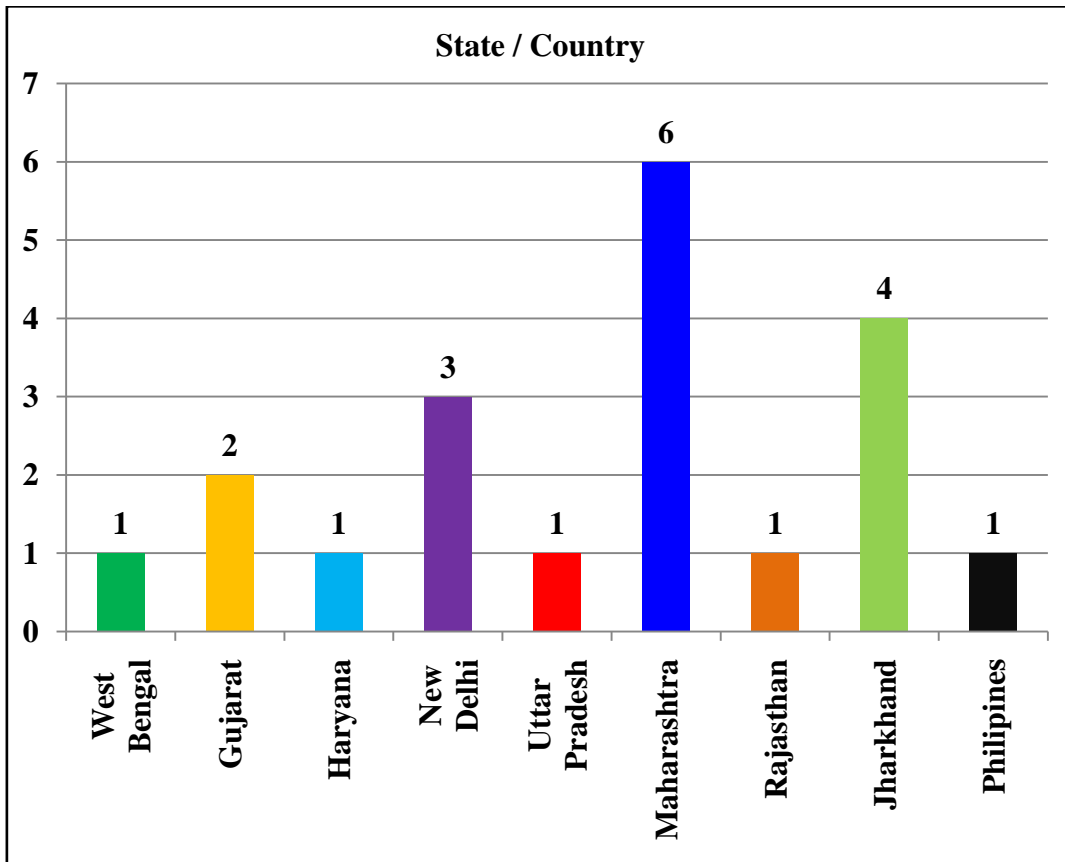


Table No. 152

State / Country	Frequency
West Bengal	1
Gujarat	2
Haryana	1
New Delhi	3
Uttar Pradesh	1
Maharashtra	6
Rajasthan	1
Jharkhand	4
Philippines	1
Total	20

9.8.2 Qualitative and Quantitative Analysis

Table No. 153

Question 1.	Do you listen to Prem Rawat?	
Description	<ul style="list-style-type: none"> • It seems that most of the respondents listen to Prem Rawat • Few opine that they listen to him and find a new hope and a new dimension of living this life consciously. His message is a source of inspiration and helps them to find a way when they get confused and find themselves in dilemma. 	
Remark	All 20 respondents listen to Prem Rawat	
Question 2.	How did you come to know about Prem Rawat?	
Description	<ul style="list-style-type: none"> • It seems that most of the respondents knew about Prem Rawat through their parents, family, friends, and neighbours. • Here the researcher understood that in this modernized world, two step flow theory and multi step flow theory exist, opinion leaders play pivotal role in the respondents life. • Interpersonal communication and group communication also have its own significance. These types of communication influence and motivate people in their decision making and also help to get rid of confusions. 	
Remark	Respondents came to know about Prem Rawat from the following Categories :	
	Peer Group	6
	Family	11
	Neighbor	2
	Self	1

Question 3.	What was your age when you started listening to him?	
Description	<ul style="list-style-type: none"> It suggests that most of the respondents started listening to Prem Rawat from teenage or young age and some of them started listening to him from childhood. 	
Remark	Age group of respondents when they started listening to Prem Rawat :	
	04–10 years	4
	11–15 years	5
	16–20 years	7
	21–25 years	3
	26–30 years	1
Question 4.	In this era of modernization and technology, do you think that the message / speech of Prem Rawat will help youngsters to overcome their stress or depression? How?	
Description	<ul style="list-style-type: none"> It opines that most of the respondents agreed that Prem Rawat message would help youngsters to overcome their stress or depression. Below are the explanations of how it will be helpful : knowing the self and he offers techniques, a way to connect within ourselves fresh perspective of viewing this life A message of eternal hope and the feeling of inner contentment Very live message and always in context with the present era He brings solution to the age old problems by giving examples and illustrations that very well correlate with the modern time His core message is to find peace in your life and then automatically you 	

	<p>can solve the problems on your own</p> <ul style="list-style-type: none">• Message reminds what we are and what is we missing in life• His message helps to realize the need and quest of the Peace• He talks about simple happiness and mind of peace and changes mind of state to cool and calm• His message is really powerful• He is trying to bring our focus back to us, to 'me' in particular, all our advancements and technologies are stealing us from our own self• Mostly youngsters losing their real social life and living like a machine, and forgetting how to be a real human being, they become stressed or depressed easily• Message is very simple and profound and very helpful to overcome their stress and depression• Message is really simple and free of any adulteration• It gives lot of confidence, post self realization which is a rare sight elsewhere• His message is helping people from all walks of life including youth• Our burden is manmade and we can get rid of it• Through his message one can realize that what he / she is looking for, who he / she is, what he / she wants to do with life• Message can makes us understand that just like food and water, our body requires peace• His message is just not a message he gives practical experience as well to overcome stress or depression
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	<ul style="list-style-type: none"> • His message fills the positive attitude in anyone life • Message helps us to understand our strength • His message is irrelevant to modern, rich, poor or any kind of lifestyle. • His message directly enlightens the life of the needy people
Remark	All 20 respondents agreed, their explanations (Thematic) as follows :
	Know Thy Self 7
	Peace / Inner Peace / Peace of Mind 9
	Hope / Contentment 1
	Knowledge Gift / Practical Experience 4
	Examples / Illustrations 1
	Life / Positive Attitude towards Life 6
	Real Happiness 3
	Simple and Profound Message 2
	Face Day to Day Challenges 3
Question 5.	Did his messages help you ever to overcome your stress or depression? How did it help? Share your experience
Description	<ul style="list-style-type: none"> • The study suggests that Prem Rawat message help them to overcome stress or depression and below are the experiences they have shared : • Day to day activities become stuck to some woes and grief, listening to Prem Rawat gives a fresh perspective and I start to see thing from different angle, I get the hope from within and then I feel like all is well. • Message brings changes in life from darkness to light from sadness to happiness, every day has new challenges and problems and also many social responsibilities which demands time, it's difficult to meet those

	<p>demands and keep work life balance, but the meditation techniques which he gives is so powerful that it brings our attention from outside and put them inside, this brings transformation in life.</p> <ul style="list-style-type: none"> • From teen a lots of things used to bother us, and actually on every certain age or difficult situations how to deal with or how to react on those small issues, now it helps me to understand what is best for the situation and also understood life and it's so beautiful. • His message always brings happiness in terms of calmness and his presence of mind and facts and feels better while listening to his message. • Prem Rawat said, friends like friends, who are strong, so even if someone leaves you, be strong, he / she will return. I applied this thing, and it worked. This clarity comes with his message. • It helped to find real peace in life. In this competition era when things do not happen according to us, we get depressed very quickly we lose our peace. Prem Rawat message helps to remind that whatever situation is going on in life, we can be in peace despite of all conditions. • His message taught me that you are alive and things will not be the same 	
Remark	All 20 respondents got help from Prem Rawat's message, their explanations (Thematic) as follows :	
	Hope	1
	Fresh Perspective	1
	All is Well	2
	Life	11
	Meditation Techniques / Focus Inside	6

	Helps to Face the Challenges	4
	Problem Solving Behavior Developed	4
	Practical Happiness / Calmness	8
	Be Strong	1
	Clarity	5
	Peace	6
	Love / Self Love	3
	Motivating and Antidepressant	8
Question 6.	Which media do you access to listen to Prem Rawat's messages in your day-to-day life?	
Description	<ul style="list-style-type: none"> It seems that most of the respondents used new media and social media, and some of them depended on traditional media. 	
Remark	Categorization of media accessed by the respondents :	
	New Media / Social Media (YouTube, Apps, Website, Internet, Mobile, etc.)	33
	Traditional Media (Television, Newspaper, Radio, etc.)	15
	Live Event	1
Question 7.	What suggestion do you want to give to the youngster?	
Description	<ul style="list-style-type: none"> Prem Rawat message helps to focus towards your goals. It gives insight to understand, what are the things which should be given importance? And what not to worry about? Listen to his message at least every week and your personality will develop. Don't afraid of problems in life and think about solutions. Prem Rawat message brings new hope in life and with the tools which beat stress. 	

	<ul style="list-style-type: none"> • Heart needs inner self with peace, love and prosperity • Prem Rawat message plays a right role to come in our real space and keep us near to our family. • Message helps to know yourself and be that. • Do not forget this is just one life given to us. Do not waste it in depression or stress. Whatever you do in your life, have real peace and joy in your life. • To cherish your existence irrespective of the circumstances, because this is one lifetime. • Let's give Peace a Chance 	
Remark	All 20 respondents suggested, their suggestions (Thematic) as follows :	
	Listen to his Message / Message for Everyone / Simple Message	12
	More Focus towards Goals	2
	Priority in Life	2
	Personality Development	1
	Problem Solving Nature	2
	Hope	1
	Life	9
	Peace / Peace is Possible	11
	Love / Prosperity	3
	Importance of Family	1
	Know Thy Self	4
	Happiness / Joy / Harmony	7
	Humanity	1
	Mentor	3
Clarity	1	
Positive Attitude	4	

9.9 Introduction

Part Six :

Semi-experimental Research through Whatsapp Survey

Semi-experimental research plays pivotal role to test the reliability. The researcher did experimental study and questionnaire sent to the respondents / participants through Whatsapp.

The Researcher selected 5 video clips of Prem Rawat messages, maximum duration of the videos were not more than 8 minutes and each day researcher sent 1 video clip to 100 respondents / participants, and out of 100 only 61 respondents / participants had shared their views after listening to it, the process was completed after listening to 5 video clips for five days and then the researcher had sent closed-ended questionnaire to the same 61 respondents / participants who responded after watching the 5 video clips of Prem Rawat message sent by the researcher. Therefore, the researcher analyzed and discussed each and every step elaborately here :

Respondents

Figure No. 149

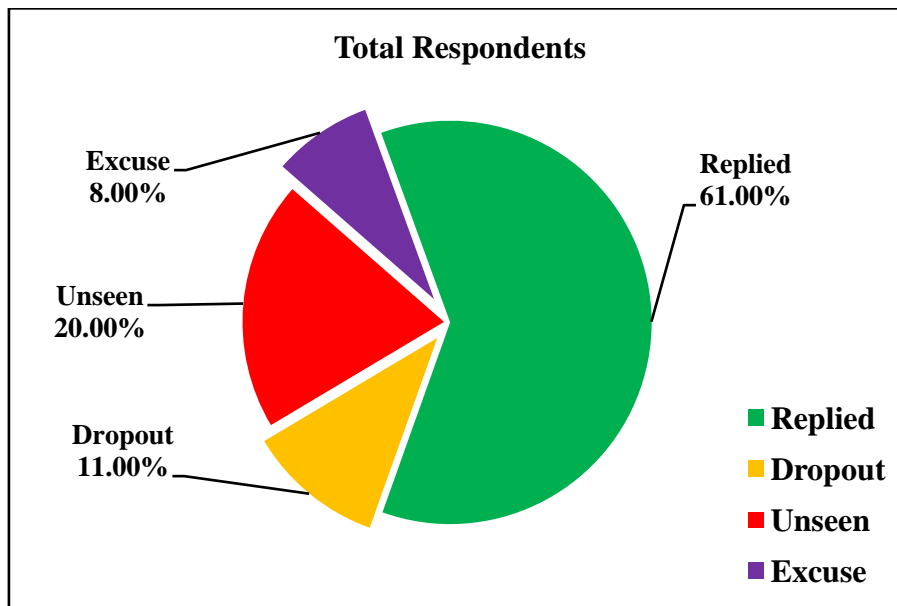


Table No. 154

Total Respondents	Frequency	Percentage
Replied	61	61.00%
Dropout	11	11.00%
Unseen	20	20.00%
Excuse	8	8.00%
Total	100	100.00%

Inference

From the above figure (f-149), it is clear that researcher approached 100 respondents through whatsapp, 61 percent of the respondents actively participated and *Replied* from starting to ending, 11 percent of the respondents *Dropped out*, 8 percent of the respondents made *Excuses* and 20 percent of the respondents *Did not See* the message as well as it also included respondents who had seen the message but did not reply.

9.9.1 Demographic Details

Gender

Figure No. 150

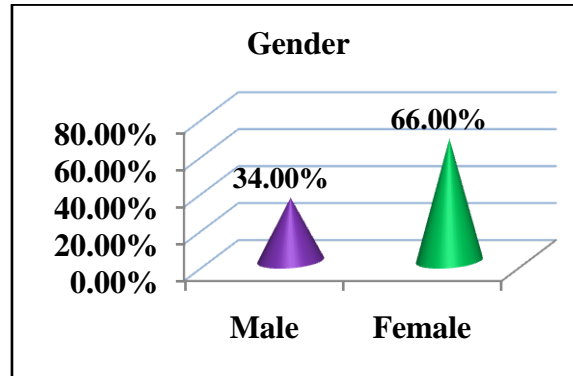


Table No. 155

Gender	Frequency	Percentage
Male	34	34.00%
Female	66	66.00%
Total	100	100.00%

Inference

Among 100 respondents, 66 percent were *Female* and 34 percent were *Male* whom the researcher sent video clip of Prem Rawat’s motivational speech / message through Whatsapp.

Age Group

Figure No. 151

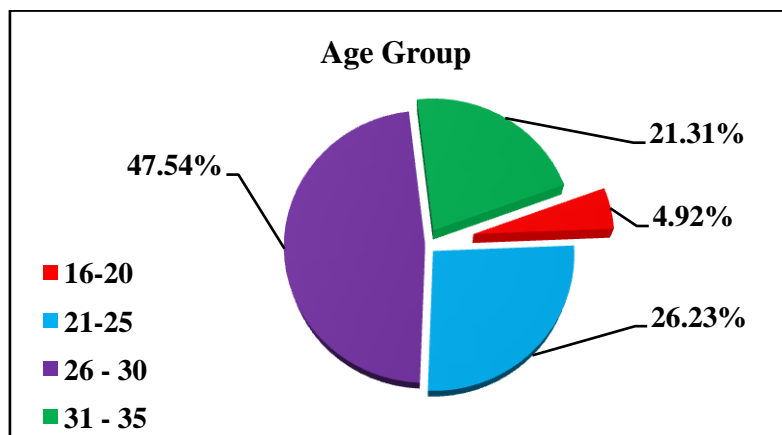


Table No. 156

Age Group	Frequency	Percentage
16-20	3	4.92%
21-25	16	26.23%
26 - 30	29	47.54%
31 - 35	13	21.31%
Total	61	100.00%

Inference

The above figure (f-151) shows the age groups of the respondents who had actively participated. 21.31 percent of the participants were between 31 – 35 Year, 47.54 percent of the participants were between 26 – 30 Year, 26.23 percent of the participants were between 21 -25 Year of age group and 4.92 percent of the participants were between 16 – 20 Year.

Gender

Figure No. 152

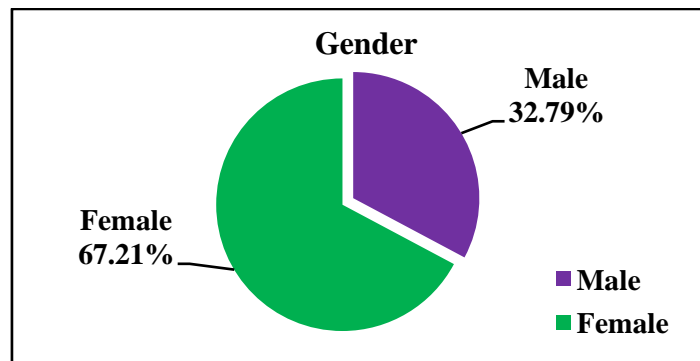


Table No. 157

Gender	Frequency	Percentage
Male	20	32.79%
Female	41	67.21%
Total	61	100.00%

Inference

The above figure (f-152) shows details of actively participated respondents. 67.21 percent of the participants were *Female* and 32.79 percent of the participants were *Male*.

Marital Status

Figure No. 153

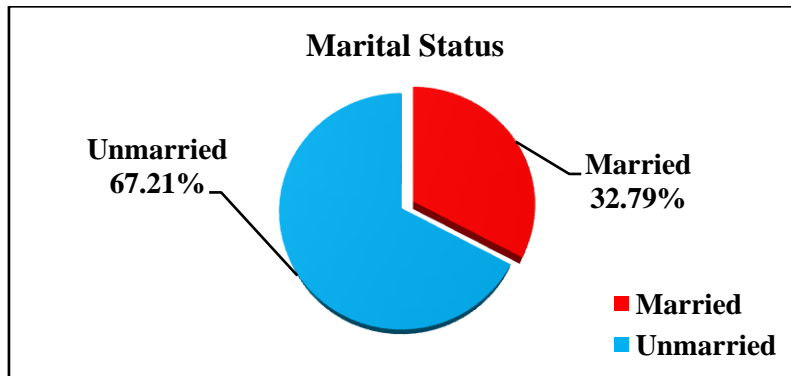


Table No. 158

Marital Status	Frequency	Percentage
Married	20	32.79%
Unmarried	41	67.21%
Total	61	100.00%

Inference

According to the above figure (f-153), 67.21 percent of the participants were *Unmarried* and 20 percent of the participants were *Married*.

Education

Figure No. 154

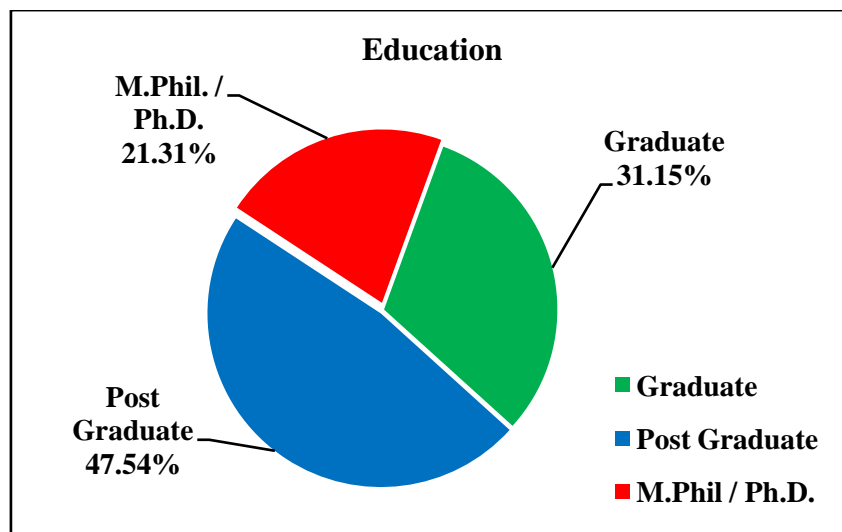


Table No. 159

Education	Frequency	Percentage
Graduate	19	31.15%
Post Graduate	29	47.54%
M.Phil. / Ph.D.	13	21.31%
Total	61	100.00%

Inference

Based on the above figure (f-154), 47.54 percent of the participants were *Post Graduate* including post graduate diploma, 31.15 percent of the participants were *Graduate* and 21.31 percent of the participants were *M.Phil. / Ph.D.*

Profession

Figure No. 155

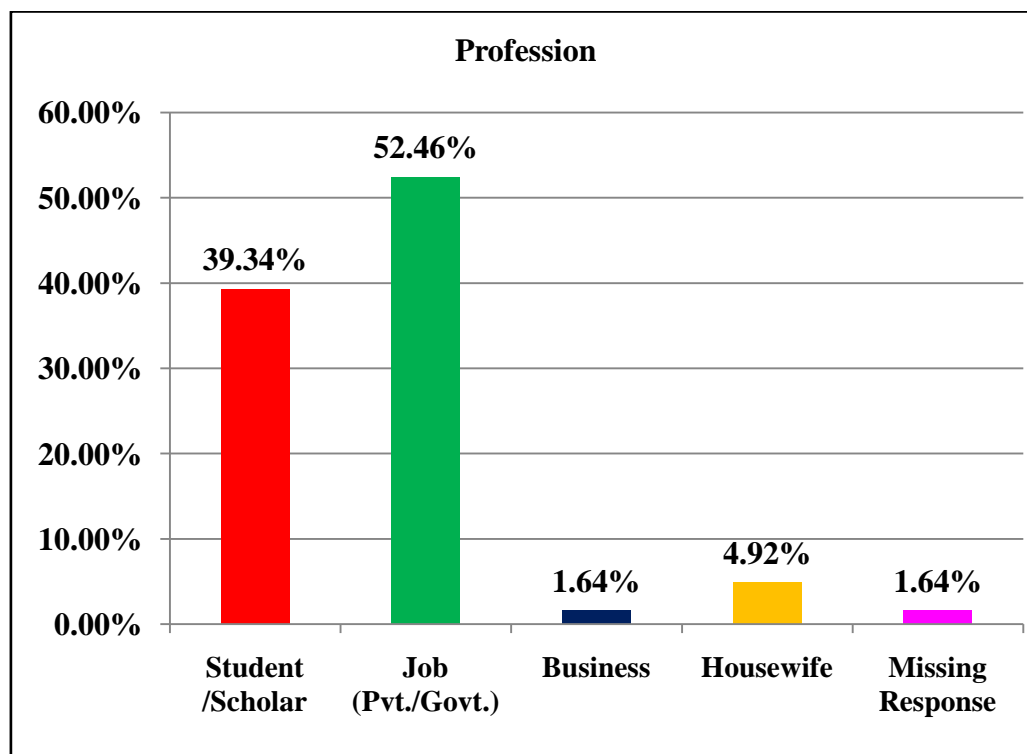


Table No. 160

Profession	Frequency	Percentage
Student / Scholar	24	39.34%
Job (Private / Government)	32	52.46%
Business	1	1.64%
Housewife	3	4.92%
Missing Response	1	1.64%
Total	61	100.00%

Inference

According to the above figure (f-155), 52.46 percent of the participants were doing *Job (Private / Government)*, 39.34 percent of the participants were *Students / Scholars*, 4.92 percent were *Housewives* and 1.64 percent were in *Business*.

State

Figure No. 156

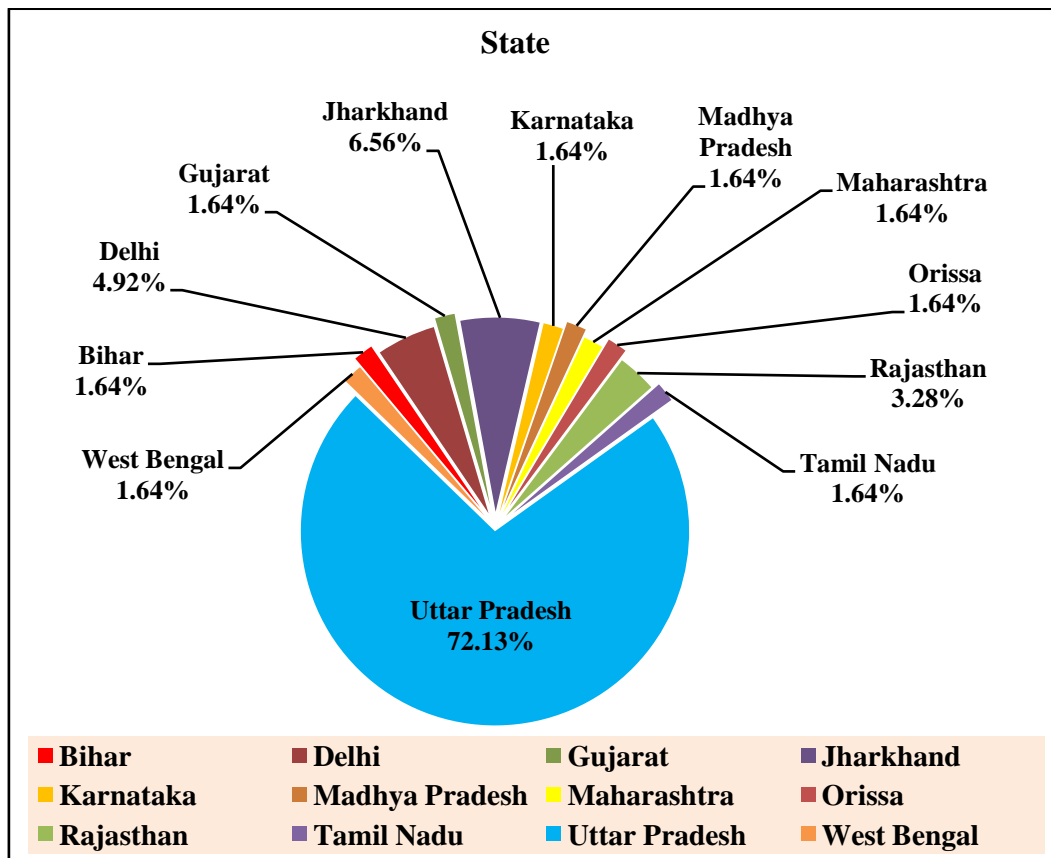


Table No. 161

State	Frequency	Percentage
Bihar	1	1.64%
Delhi	3	4.92%
Gujarat	1	1.64%
Jharkhand	4	6.56%
Karnataka	1	1.64%
Madhya Pradesh	1	1.64%
Maharashtra	1	1.64%
Orissa	1	1.64%
Rajasthan	2	3.28%
Tamil Nadu	1	1.64%
Uttar Pradesh	44	72.13%
West Bengal	1	1.64%
Total	61	100.00%

Inference

Almost three-fourth of the participants (72.13 percent) were from *Uttar Pradesh* and rests were from different states of the country.

Figure No. 157

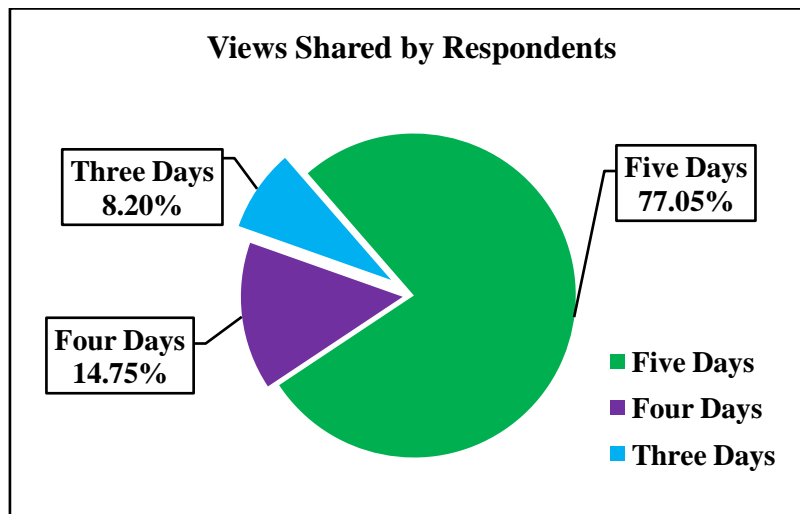


Table No. 162

Views Shared by Respondents	Frequency	Percentage
Five Days	47	77.05%
Four Days	9	14.75%
Three Days	5	8.20%
Total	61	100.00%

Inference

According to the above figure (f-157), more than three-fourth of the participants (77.05 percent) shared their views after watching Prem Rawat message clips everyday (*Five Days*), 14.75 percent of the participants shared views of *Four Days* video clips and 8.20 percent of the participants shared views of any *Three Days* video clips.

Drop out

Figure No. 158

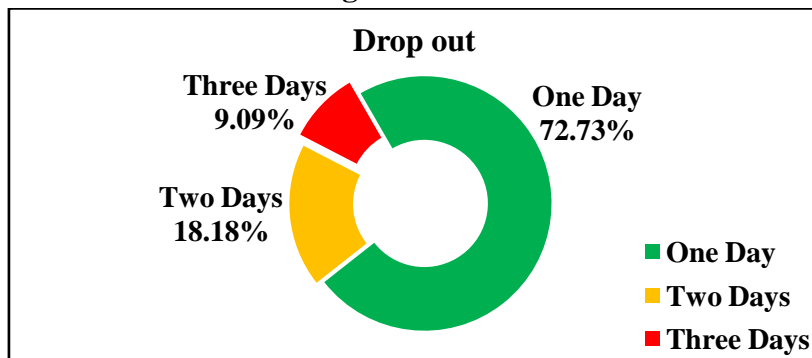


Table No. 163

Drop out	Frequency	Percentage
One Day	8	72.73%
Two Days	2	18.18%
Three Days	1	9.09%
Total	11	100.00%

Inference

Among 100 respondents, only 11 respondents were dropout, 8 participants dropped after watching one video and 2 respondents dropped after watching two videos and 1 drop after watching three videos.

9.9.2 Data Analyses

Q1) Do you think, youth face stress or depression in their life?

Figure No. 159

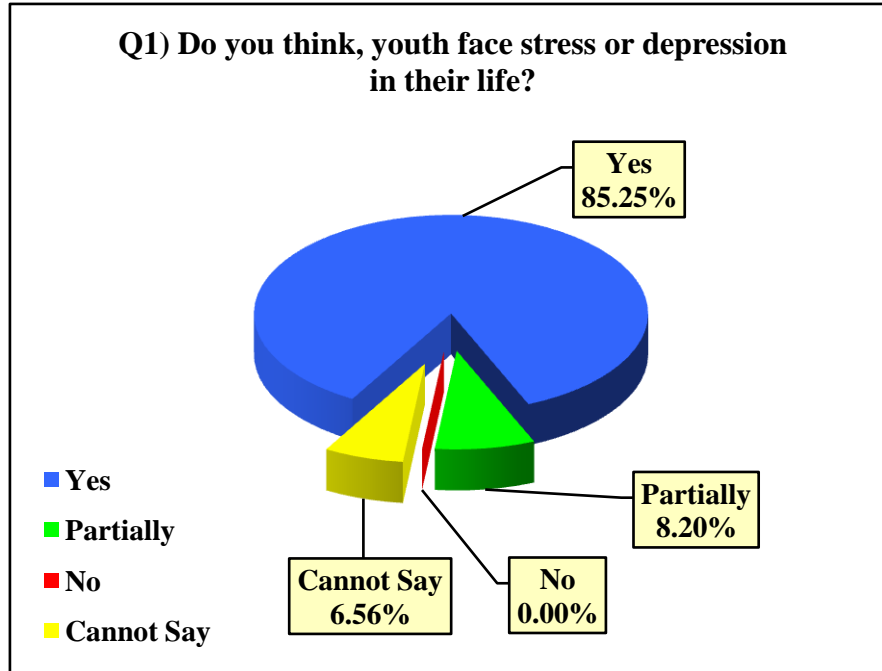


Table No. 164

Q1)	Do you think, youth face stress or depression in their life?	Frequency	Percentage
A	Yes	52	85.25%
B	Partially	5	8.20%
C	No	0	0.00%
D	Cannot Say	4	6.56%
	Total	61	100.00%

Inference

The figure (f-159) above shows that majority of the participants (85.25 percent) chose *Yes*, they 'think youth face stress or depression in their life' and a very few of the participants (8.20 percent said *Partially* and 6.56 percent *Cannot Say*).

Q2) Do you face stress or depression in your life?

Figure No. 160

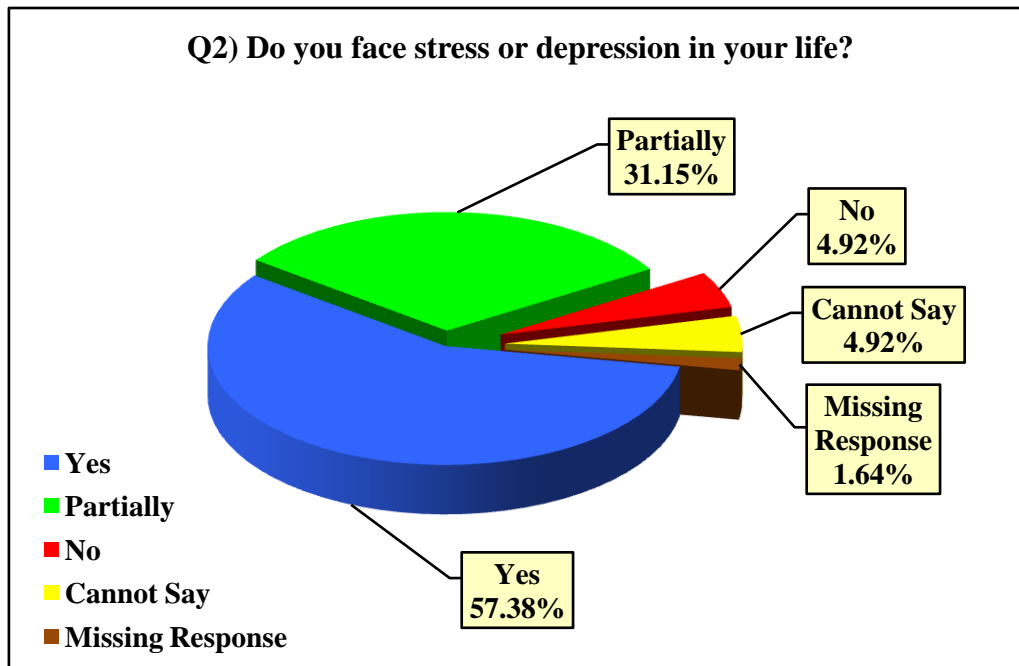


Table No. 165

Q2)	Do you face stress or depression in your life?	Frequency	Percentage
A	Yes	35	57.38%
B	Partially	19	31.15%
C	No	3	4.92%
D	Cannot Say	3	4.92%
E	Missing Response	1	1.64%
	Total	61	100.00%

Inference

According to the figure (f-160) and table (t-165), more than half of the participants (57.38 percent) said *Yes*, they 'face stress or depression in their life' and 31.15 percent of the participants chose *Partially*.

Q3) Do you think, stress or depression affects your life?

Figure No. 161

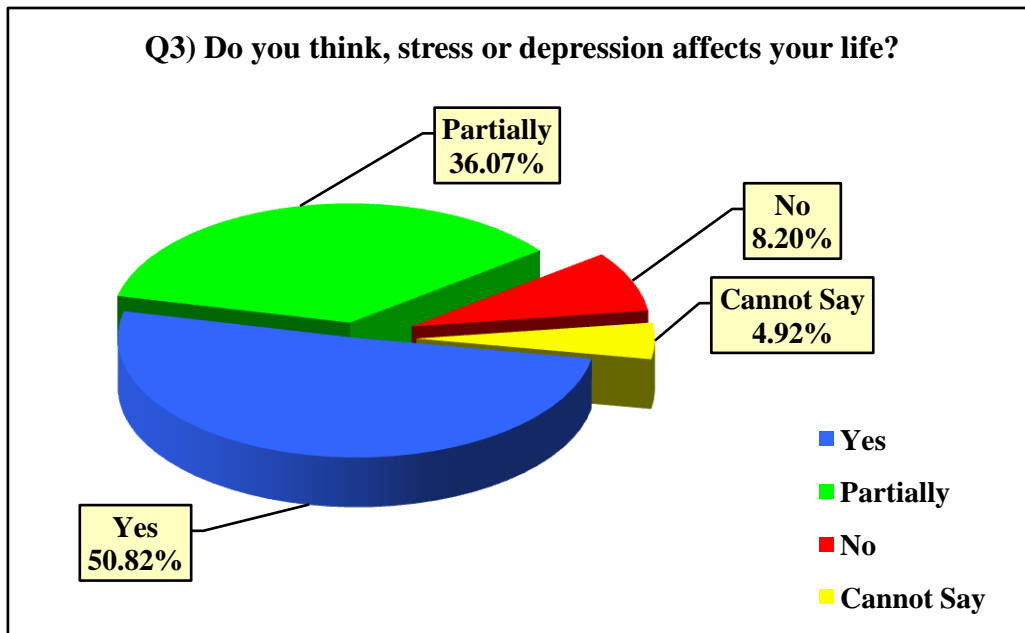


Table No. 166

Q3)	Do you think, stress or depression affects your life?	Frequency	Percentage
A	Yes	31	50.82%
B	Partially	22	36.07%
C	No	5	8.20%
D	Cannot Say	3	4.92%
	Total	61	100.00%

Inference

The next question was whether stress or depression affected participant's life. The above figure (f-161) shows that half of the participants 50.82 percent said *Yes* and 36.07 percent of the participants chose *Partially*.

Q4) Prem Rawat as a Communicator, what rank would you give?

Figure No. 162

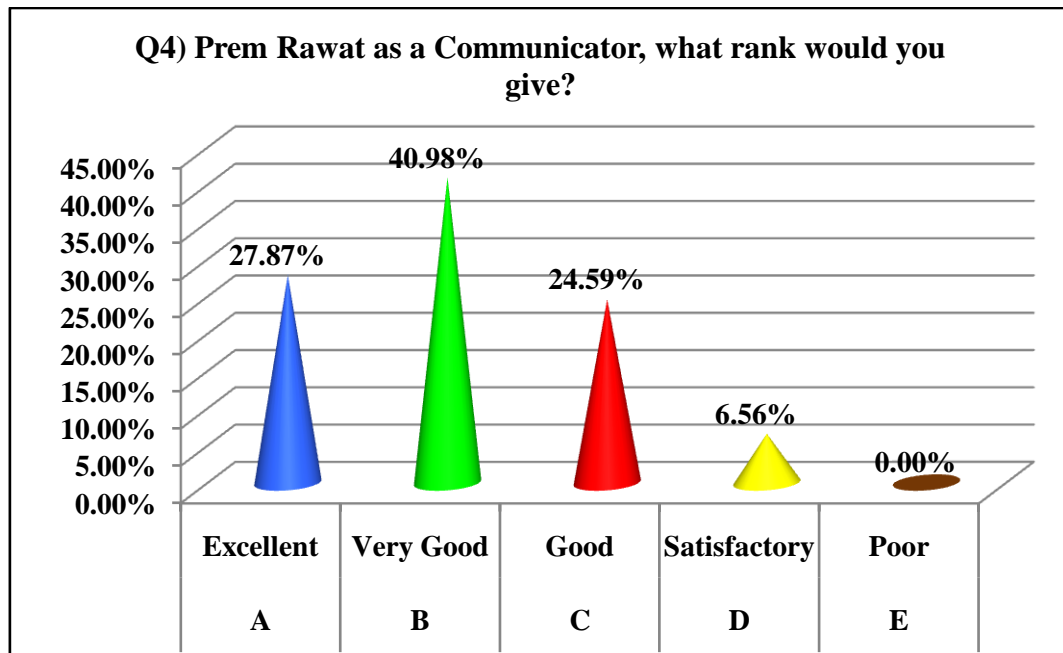


Table No. 167

Q4)	Prem Rawat as a Communicator, what rank would you give?	Frequency	Percentage
A	Excellent	17	27.87%
B	Very Good	25	40.98%
C	Good	15	24.59%
D	Satisfactory	4	6.56%
E	Poor	0	0.00%
	Total	61	100.00%

Inference

The above figure (f-162) shows that 40.98 percent of the participants chose *Very Good* after watching Prem Rawat's message video clips of five days, 27.87 percent said *Excellent* and 24.59 percent picked *Good*. It seems that they liked Prem Rawat as a communicator because response was found similar but the only difference was in degree not in kind.

Q5) The way he expressed his message, how would you scale?

Figure No. 163

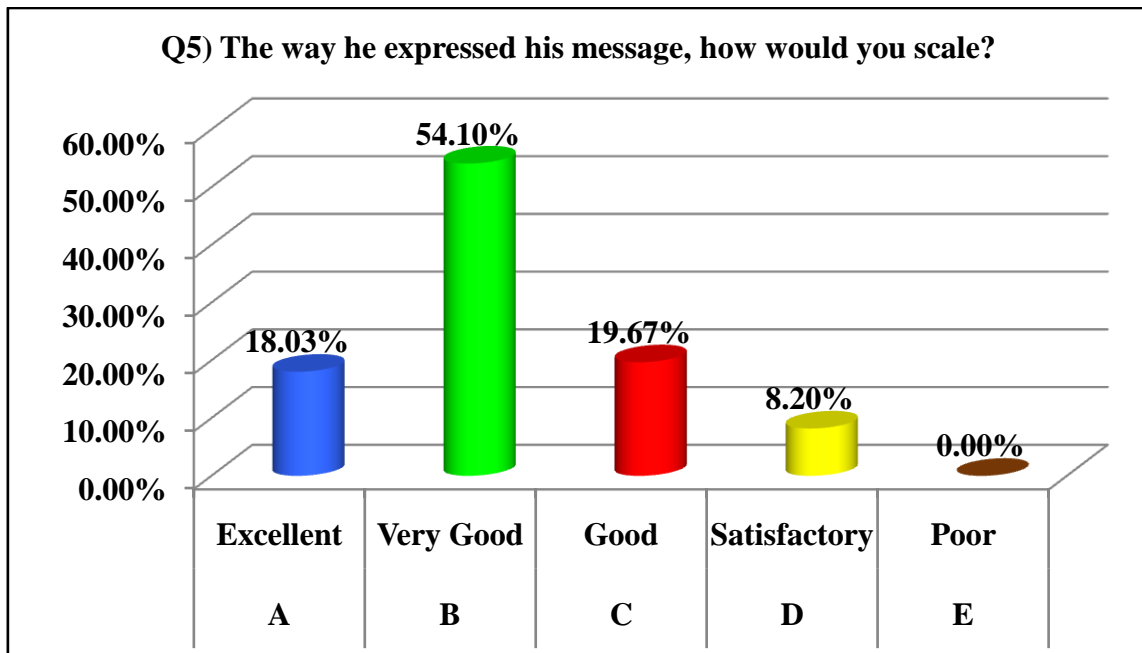


Table No. 168

Q5)	The way he expressed his message, how would you scale?	Frequency	Percentage
A	Excellent	11	18.03%
B	Very Good	33	54.10%
C	Good	12	19.67%
D	Satisfactory	5	8.20%
E	Poor	0	0.00%
	Total	61	100.00%

Inference

The question was based on the way Prem Rawat expressed his message. The figure (f-163) suggests that more than half of the participants (54.10 percent) said *Very Good*, 19.67 percent chose *Good* and 18.03 percent of the participants picked *Excellent*.

Q6) Did you like the examples / facts which he used in his message?

Figure No. 164

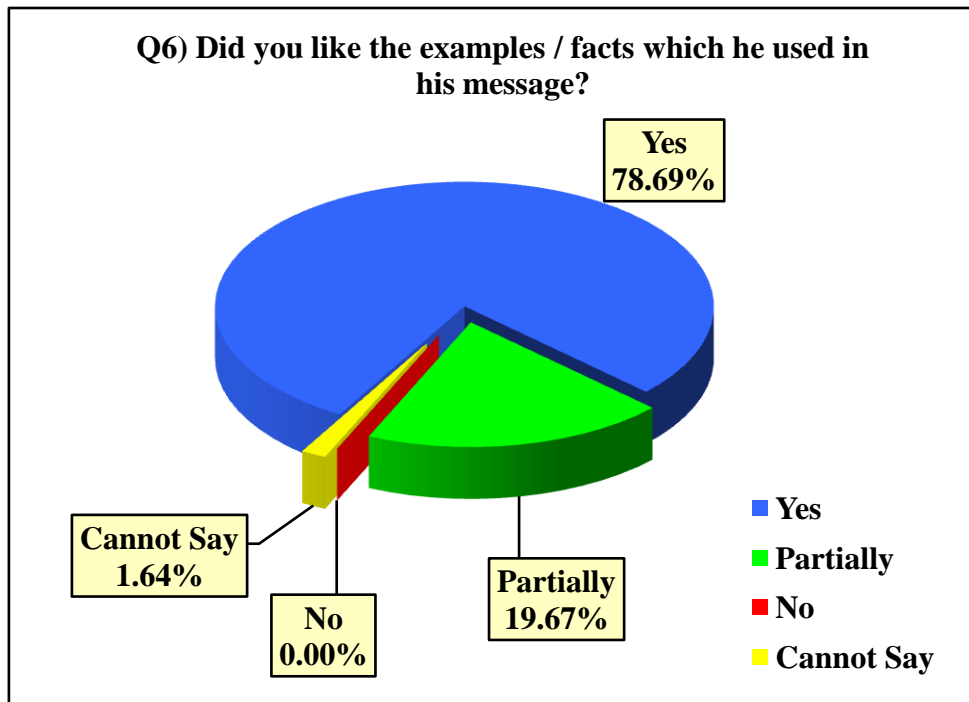


Table No. 169

Q6)	Did you like the examples / facts which he used in his message?	Frequency	Percentage
A	Yes	48	78.69%
B	Partially	12	19.67%
C	No	0	0.00%
D	Cannot Say	1	1.64%
	Total	61	100.00%

Inference

According to the figure (f-164), it can be understood that more than three-fourth of the participants (78.69 percent) *Liked the Examples / Facts* which Prem Rawat used in his message and 19.67 percent of the participants *Partially* liked.

Q7) Did you like the content of his message?

Figure No. 165

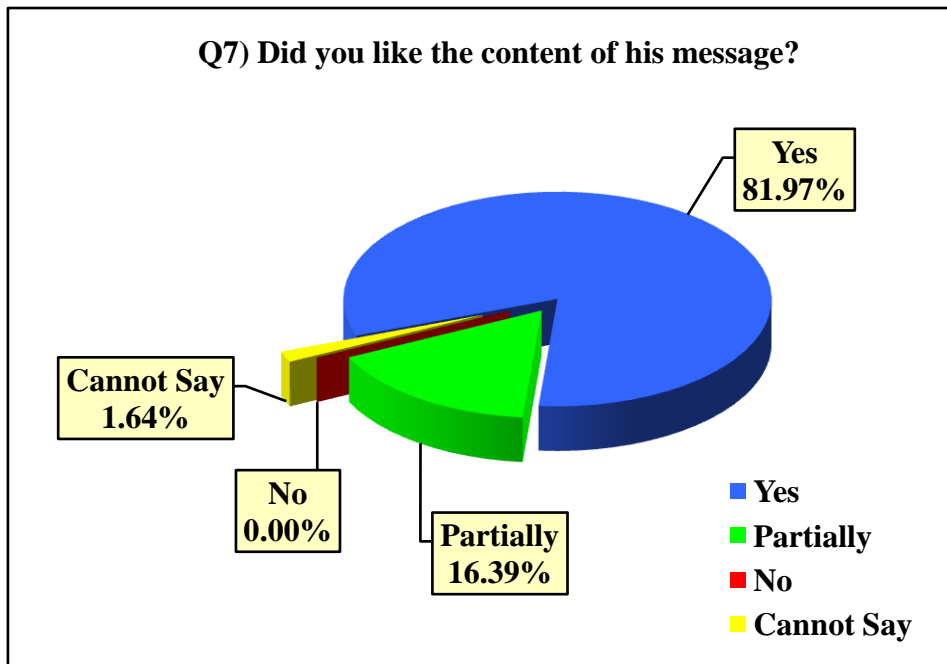


Table No. 170

Q7)	Did you like the content of his message?	Frequency	Percentage
A	Yes	50	81.97%
B	Partially	10	16.39%
C	No	0	0.00%
D	Cannot Say	1	1.64%
	Total	61	100.00%

Inference

The figure (f-165) shows that majority of the participants (81.97 percent) said *Yes*, they liked the content of Prem Rawat message and 16.39 percent of the participants chose *Partially*.

Q8) In this era of modernization and technology, do you think that the message of Prem Rawat will help youngsters to overcome their stress or depression?

Figure No. 166

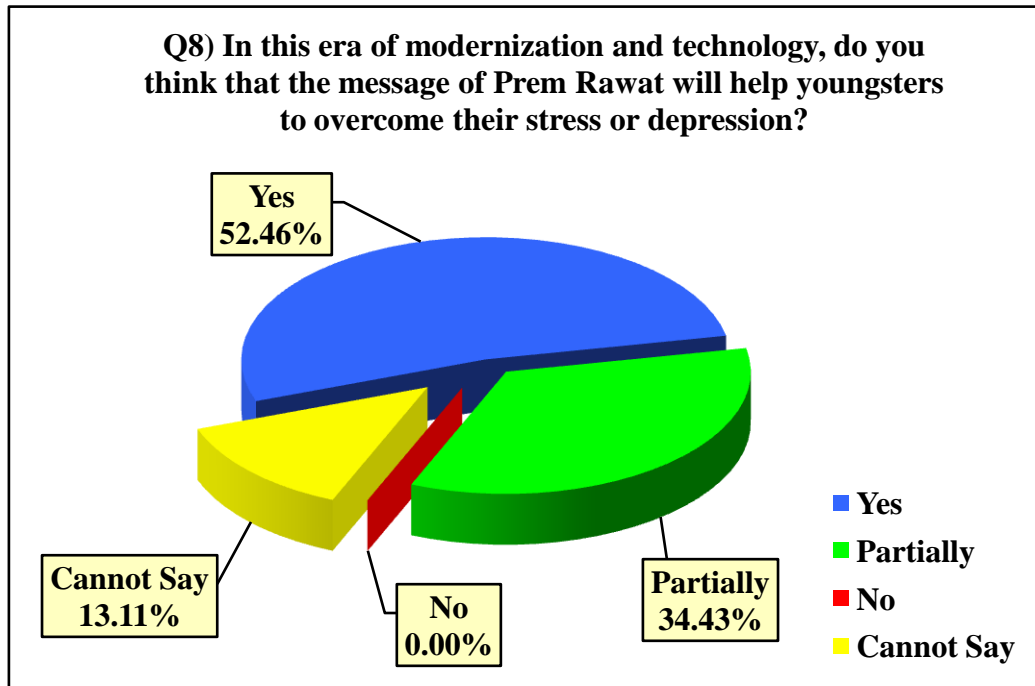


Table No. 171

Q8)	In this era of modernization and technology, do you think that the message of Prem Rawat will help youngsters to overcome their stress or depression?	Frequency	Percentage
A	Yes	32	52.46%
B	Partially	21	34.43%
C	No	0	0.00%
D	Cannot Say	8	13.11%
	Total	61	100.00%

Inference

The above table (t-171) opines that more than half of the participants (52.46 percent) *Agreed* that in this era of modernization and technology, the message of Prem Rawat would help youngsters to overcome their stress or depression, 34.43 percent of the participants *Partially Agreed* about it and few of the participants (13.11 percent) chose *Cannot Say*.

Q9) Do you think the youth would get positive outlook after listening to Prem Rawat?

Figure No. 167

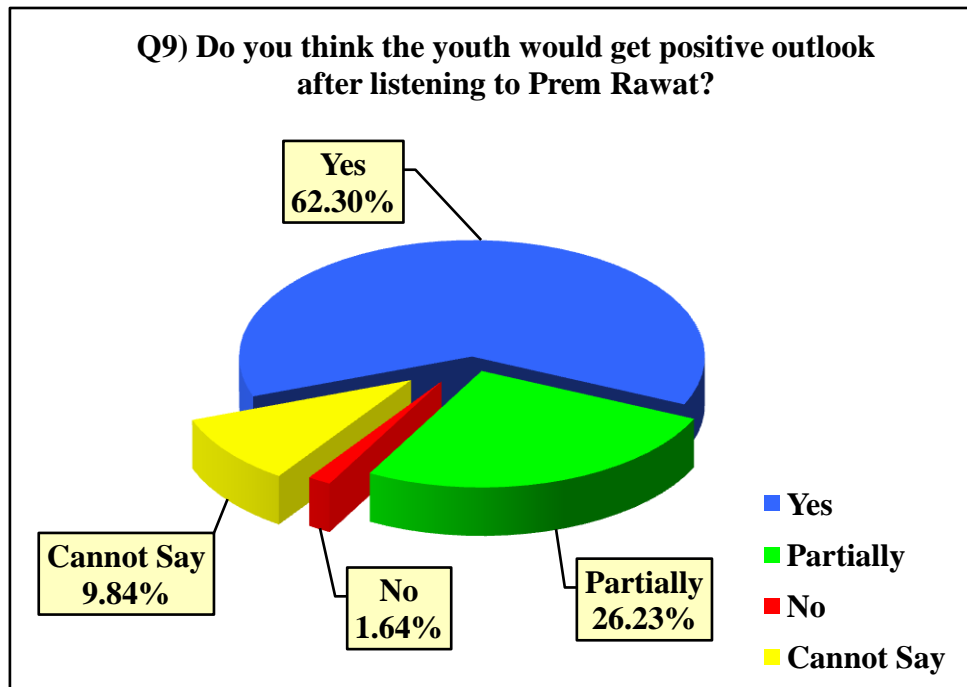


Table No. 172

Q9)	Do you think the youth would get positive outlook after listening to Prem Rawat?	Frequency	Percentage
A	Yes	38	62.30%
B	Partially	16	26.23%
C	No	1	1.64%
D	Cannot Say	6	9.84%
	Total	61	100.00%

Inference

The next question was about the positive outlook after listening to Prem Rawat message. More than half of the participants (62.30 percent) said *Yes* and 26.23 percent of the participants chose *Partially* and a very few of them (9.84 percent) picked *Cannot Say*.

Q10) Do you think videos (sent by me) you viewed have / will have some positive impact on your attitude towards life?

Figure No. 168

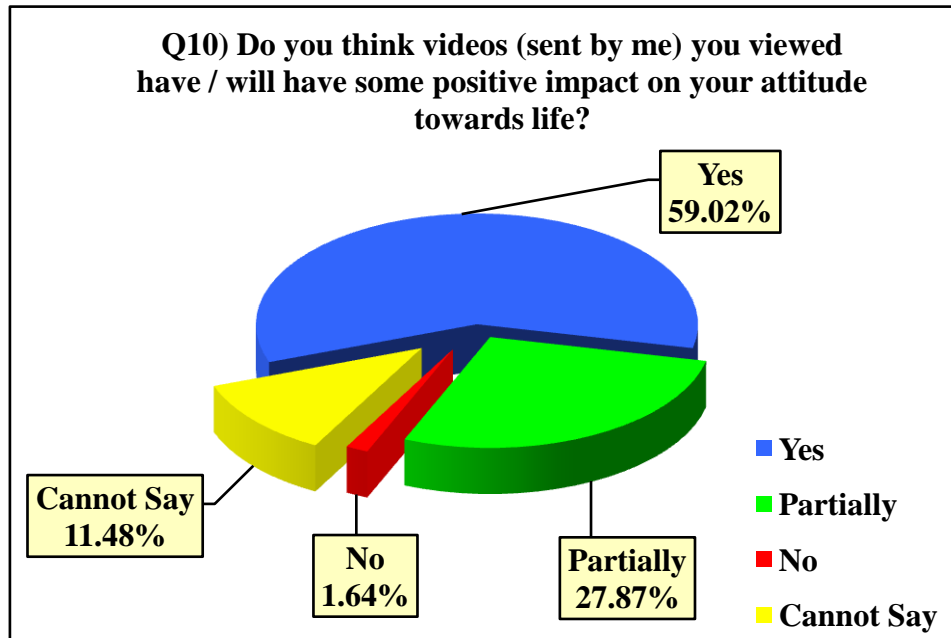


Table No. 173

Q10)	Do you think videos (sent by me) you viewed have / will have some positive impact on your attitude towards life?	Frequency	Percentage
A	Yes	36	59.02%
B	Partially	17	27.87%
C	No	1	1.64%
D	Cannot Say	7	11.48%
	Total	61	100.00%

Inference

According to the above figure (f-168), more than half of the participants (59.02 percent) said *Yes*, 27.87 percent of the participants chose *Partially* that they thought videos (sent by the researcher) viewed by them ‘have / will have some positive impact on their attitude towards life’ and few of the participants (11.48 percent) picked *Cannot Say*.

Q11) Do you think social media like whatsapp, facebook, twitter etc. can help easily to share these types of motivational messages?

Figure No. 169

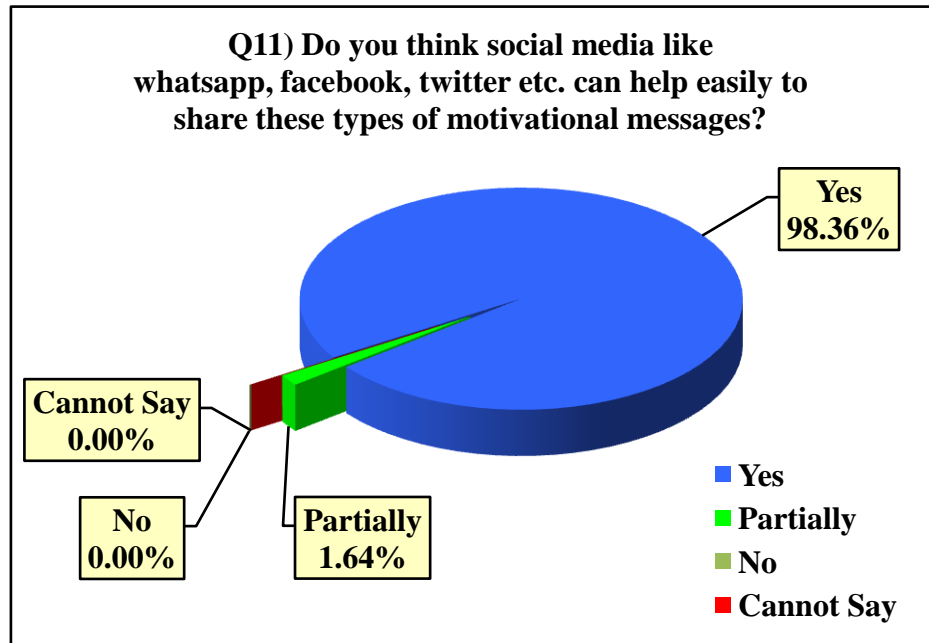


Table No. 174

Q11)	Do you think social media like whatsapp, facebook, twitter etc. can help easily to share these types of motivational messages?	Frequency	Percentage
A	Yes	60	98.36%
B	Partially	1	1.64%
C	No	0	0.00%
D	Cannot Say	0	0.00%
	Total	61	100.00%

Inference

According to the above figure (f-169), almost all of the participants (98.36 percent) thought social media like whatsapp, facebook, twitter etc. could help easily to share these types of motivational messages.

Q12) Did you get and access easily the messages / videos of Prem Rawat sent by me through whatsapp?

Figure No. 170

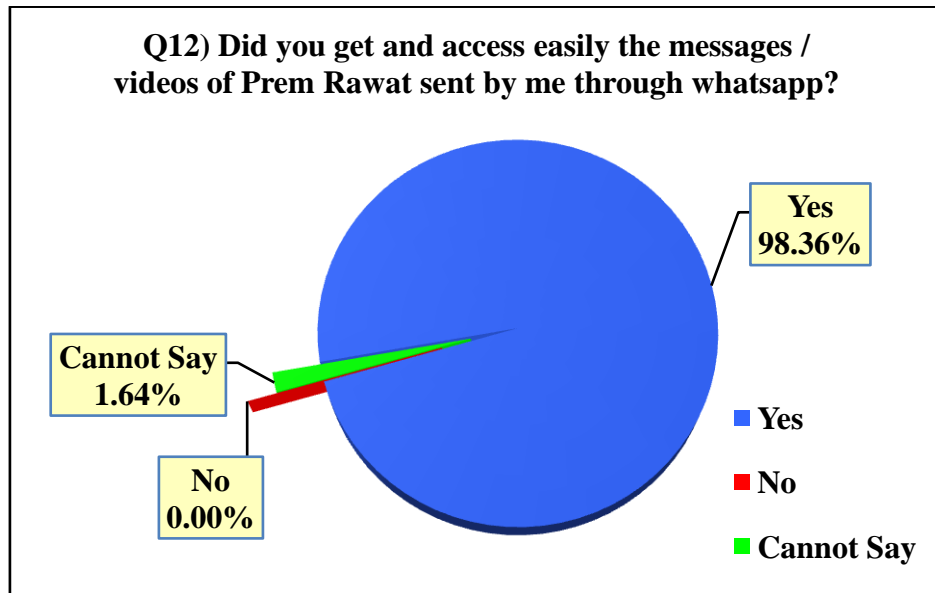


Table No. 175

Q12)	Did you get and access easily the messages / videos of Prem Rawat sent by me through whatsapp?	Frequency	Percentage
A	Yes	60	98.36%
B	No	0	0.00%
C	Cannot Say	1	1.64%
	Total	61	100.00%

Inference

The above figure (f-170) shows that almost all of the participants (98.36 percent) said *Yes*, they got and accessed easily the motivational messages / videos of Prem Rawat sent by the researcher through whatsapp.

Q13) Do you think Television, Radio, Newspaper etc. should include these types of motivational contents?

Figure No. 171

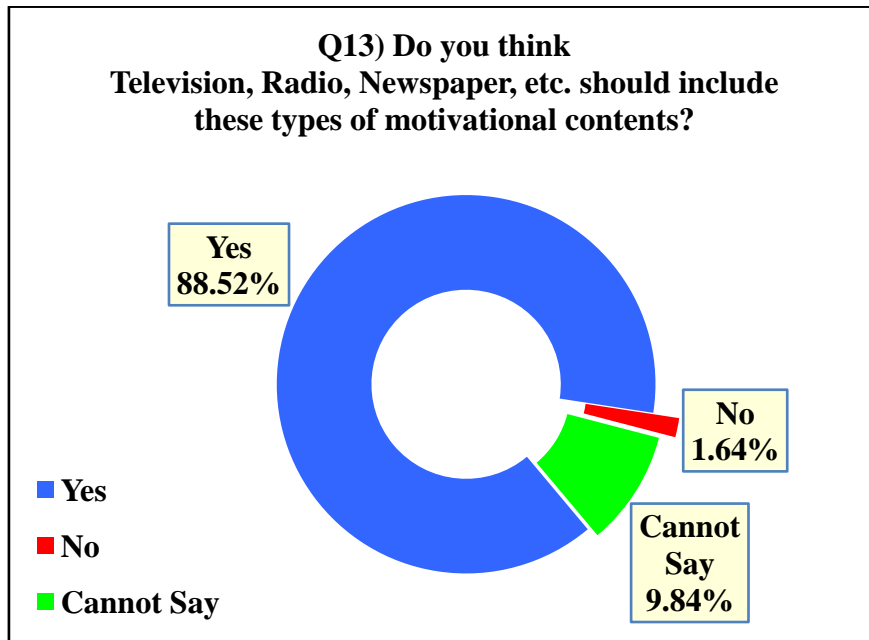


Table No. 176

Q13)	Do you think Television, Radio, Newspaper, etc. should include these types of motivational contents?	Frequency	Percentage
A	Yes	54	88.52%
B	No	1	1.64%
C	Cannot Say	6	9.84%
	Total	61	100.00%

Inference

Based on the above figure (f-171), majority of the participants (88.52 percent) ‘think television, radio, newspaper, etc. should include these types of motivational contents’ and a very few of the respondents (9.84 percent) chose *Cannot Say*.

9.9.3 Major Findings

- The study suggested that majority of the participants thought youth faced stress or depression in their life. Majority of the participants (57.38 percent) **agreed** that they faced stress or depression in their life and 31.15 percent of the participants **partially agreed**. The stress or depression affected participant's life, half of the participants (50.82 percent) **agreed** and 36.07 percent of the participants **partially** agreed. It seemed that the response was found similar but the only difference was in degree not in kind.
- The Participants gave rank after watching Prem Rawat's motivational message video clips. They liked Prem Rawat as a communicator, 40.98 percent of the participants chose **very good**, 27.87 percent said **excellent** and 24.59 percent picked **good**. It opined that the response was found similar but the only difference was in degree not in kind.
- The study showed that majority of the participants liked the way Prem Rawat expresses his message. More than three-fourth of the participants (78.69 percent) **liked the examples / facts which Prem Rawat used in his message**. The majority of the participants (81.97 percent) **liked the content of Prem Rawat message**. Majority of the participants **agreed** that in this era of modernization and technology, the message of **Prem Rawat would help youngsters to overcome their stress or depression**.

- Majority of the participants thought the youth would get positive outlook after listening to Prem Rawat. Majority of the participants thought that the videos (sent by the researcher) they viewed ‘have / will have some positive impact on their attitude towards life’.
- The study opined that **almost all of the participants** (98.36 percent) thought social media like whatsapp, facebook, twitter, etc. could help easily to share these types of motivational messages. **Almost all of the participants** (98.36 percent) got and accessed easily the messages / videos of Prem Rawat sent by researcher through whatsapp. **Majority of the participants** (88.52 percent) thought television, radio, newspaper, etc. should include these types of motivational contents.



RHETORICAL ANALYSIS OF SPEECH



10.1 Introduction

Part Seven :

Rhetorical Analysis : Keynote Speaker Prem Rawat in Autumn 2018 Bunya International Seminar, Hiroshima, Japan

Researcher had also participated in Autumn 2018 Bunya International Seminar, Hiroshima, Japan which was held on October 13th 2018, Saturday. This international seminar hosted by Bunya Publishing Corporation, LLC, Nagano Japan in collaboration with the Wamon foundation.

10.2 Rhetorical Analysis

Ethos (Speaker's Credibility) Pathos (Emotional Appeals), Logos (Logical Appeals)

Table No. 177

SOAPSTone Information⁸⁸	Description
Speaker / Communicator	<p>Prem Rawat has dedicated his life speaking about the fundamental requirement of every human being i.e. peace. His perspective on peace is beyond words which is both tangible and practical. He says, <i>"Peace is possible; it needs to be felt. When people are in peace, the world will be in peace"</i>.</p> <p>In recognition of his profound impact on individuals and his contribution toward the world's understanding of peace, Prem Rawat has received numerous keys to cities and awards over the years and has been named an Ambassador of Peace four times : by UNIPAZ</p>

⁸⁸ <https://www.youtube.com/watch?v=fSixChgzNFo>. Accessed February 26, 019.

	<p>(University of Peace in Brazil) and three governmental organizations.</p> <p>He was awarded the Asia Pacific Brands Foundation's Brand Laureate Lifetime Achievement award, in 2012, reserved for statesmen and individuals whose actions and work have impacted positively the lives of people and the world at large. Nelson Mandela and Hillary Clinton are among the three recipients of this prestigious award.</p>
Occasion	<p>The Autumn 2018 Bunya International Seminar has been took place in the International Conference Center Hiroshima, 1-5 Nakajimacho, Naka Ward, Hiroshima, Japan on October 13th 2018, Saturday (Friday, October 12th 2018 Pacific Time). The keynote speaker was Mr. Prem Rawat known as the ambassador of peace, internationally renowned speaker and author. He is the author of 'Splitting the Arrow', 'The Pot with the Hole', 'Stonecutter' (Bunya publishing), 'Even if you are having a bad day peace comes to a peaceful heart' (Daiwa publishing). This international seminar hosted by bunya publishing corporation, LLC, Nagano Japan in collaboration with the Wamon foundation.</p>
Audience	<p>There were 600 people who had participated in this international seminar, 400 were Japanese and 200 were foreigner. The contents of the seminar were divided into two parts, part one contained speech of keynote speaker Mr. Prem Rawat and part two consists of discussion among Dr. Masato Honma and Mr. Hideki Yabuhara and took questions from the audience especially students.</p>
Purpose	<p>According to him, 'Only through individuals practicing peace in their daily lives can we lay a lasting foundation for global peace'. He also</p>

	<p>said ‘Real peace resides in the heart of every living human being. Each one of us needs to recognize it, to know it, to feel it’.</p> <p>The purpose of the speaker is to influence participants to think about peaceful life, humanity, hope, contentment and real happiness.</p>
Subject	The subject included peace, humanity, life, hope, importance of breath, real happiness, etc.
Tone(emotions and feelings)	<p>Started with emotional feeling, sometimes happy and sometimes sad, sometimes angry, sometimes having satire feeling, sometimes laugh, etc.</p> <p>the speaker expressions were according to his topics of speech and conversation with participants.</p>

The speaker starts his speech with the facts about Hiroshima bomb blast, beginning with the painful facts actually arouse the attention of the participants. When he was sharing the story of Hiroshima bomb blast, his facial expression was showing pain and sorrow and he was very touched while delivering his message. The opening was effective as it would connect audience strongly with the communicator. It bonded speaker with the audience of Hiroshima, reason being the seminar was organized in the same place where the painful incident took place. The speaker described the whole situation and surrounding of the horrible Hiroshima bomb blast’s day thoroughly and elaborately. He explained the day what people were doing, what was the exact situation and how people were going normal. He began, *“But let just if we can, for a minute go back to that fateful day and it was actually a Monday, August, beautiful day and people were going about their business, everybody knew there was a war, but people living in Hiroshima and they had to do what they have to do. Monks were going to the temples, housewives were going shopping, people were going to their offices, they had, all had Sunday off and so it was a normal day, it was a Sunny day, it was a warm day*

and the idea that in a few minutes, approximately four hundred thousand people would be wiped out was not in their thinking.” The speaker gave rationale for explaining the whole scenario of bomb blast was “...*why I am talking about this is there is the whole generation that they don’t know, my message has taken around the world, and maybe they will get to know, what happened.*” These lines acknowledge that the speaker wants this inhuman story of Hiroshima must be known to the entire world. He has also shared many facts which are significant to know about the incident and also emphasizes the political circumstances during that period, how Japan approached Russia to help negotiate the terms of Surrender. The speaker narrated, “...*Japan's Army has finally reached a conclusion that people of Japan no longer wants a war. Japan is desperately now looking for partners who could negotiate the terms of surrender. The only country that Japan - that was an important country that Japan hadn't picked a war with, was Russia. So they chose Russia, Stalin at that point to help, negotiate the terms of surrender.*”

The communicator deeply emphasized the bomb blast and his facial expression was showing emotions of pain and helplessness. The tragic incident was strongly felt and imagined by the audience because of the way he articulated. The speaker explained, “...*This all begins about 1900 feet, the bomb detonates only 800 feet from its target, but it detonates. There are people on the ground whose bodies experienced 4000 degrees Celsius, their bodies vaporized beyond ash, gone, not a trace. You can see the buildings that remain but you cannot see is the remains of those people who vaporized because there are no remains of those people who vaporized that day. Not a trace of their existence what happened?*”

The speaker used **alliteration** in his speech like “*What brought humanity to such a point that it turned against humanity? Humans! turning against humans in such an unhuman way...*”

The speaker also used **pun** like “...*I like humour, I like to laugh so I said, by the way this hole is going to be really cheap because we already have a hole a few mile away we already have a hole, all we need to do is we have to bring that hole and put it here.*”

He used humorous story to relate the above lines that was brought humanity to such a point that it turned against Humanity?

The speaker was in humorous mood now, he compared humorous incident of his life with serious thought. He compared hole with anger, confusion and conflict. “*Just like the hole, we think anger is something, what if anger is a hole? What if confusion is a hole? What if conflict is a hole?*” He also emphasized that the negative could not be manipulated and changed. negative is the absence of positive just like war is the absence of peace, “...*Nothing in itself, it's a hole, it is lacking something it is a negative, it is not a positive it is a negative, it cannot be manipulated it cannot be moved it cannot be changed, it's an absence not a presence, peace is presence, absence of peace is war and we're trying to get rid of war and the only way you get rid of war is not by trying to stop the wars, but is to bring the peace because peace is, war isn't.*”

He also connected the earlier civilization with today's civilization and the lacking points which gave reason to conflicts. It made audience realize the history of civilizations and how conflicts started and what made countries to indulge in war. The speaker revealed “*Look at civilizations in Iraq, in Syria, in Iran, they welcomed different tribes, they welcomed different societies into them, this was what? In fact today turkey is. Turkey was the end of the silk road and traders used to come and go from all over Asia and the Turkey embrace them all. What was happening in Iraq? In Syria? In these empires people were welcomed to come, artisans were brought they were welcomed, when there was enough - there was enough, but when there wasn't enough then the wars happened. What is the state of the*

world today? There is the more to eat than there ever has been. Over 45% of the food produced is wasted, there is more food now than there ever has been and there still wars continuing. Why? What creates this conflict? aaha! Can't manipulate the conflict? Because it is an absence in you, you have to realize then that in you lay the peace." Then he brought the events to present scenario when the resources are enough and even wasted then why war is continuing, the reason is absence of peace in individuals and not the resources which were the reason of war in earlier civilizations.

The speaker expressed people's imaginations of peace like *"What is peace? Is peace some idea? Utopia? Is that what peace is? Everybody will be dancing, everybody will have flower in their hair, everybody will go like this, peace – peace, nobody will argue, no problems in the parking lots, is your vision of peace! Utopia?"* He explained Utopia, *"...Is it? If it is, you're mistaken, because what is utopia mean? Do you know what utopia means? Utopia comes from two words, 'OU' Greek meaning not and topography meaning place, utopia actually means no place. Ha – Ha – Ha. It actually means no place and so everybody has a dream about this place that doesn't exist, that's not peace. So let me tell you what peace is."* He laughs while explaining utopia suggesting that the imagination of peace in people's mind is a place which does not exist. Then he starts explaining that what peace is.

The speaker directly questioned regarding peace and he praised peace and explained peace wonderfully *"...Peace is all that is good in you, peace is the serenity in you, peace is the kindness in you, peace is the gentleness in you, peace is the understanding in you, peace is the appreciation in you. Peace - peace is the light in your heart, peace is the joy in you, peace is the divine in you, peace is the acceptance of the blessing in you, peace is the coming and going of this breath in you, peace is beauty that you are."* He also emphasized about life and breath and related it with peace. He made audience realize peace in simple

words and peace is not just one thing but all the good qualities and feelings in a person that reflects peace.

The speaker with humoristic way elaborated that in 1945 there had been very few bombs available in the countries but in today's era almost every country is having this deadly weapon. He compared the earlier king with today's king. Earlier, Kings used to be in the front of army while fighting war but as did not want to be killed, they used to negotiate the things strongly but nowadays kings are at the back of army meaning, sitting in big offices having all facilities. Once they order, the other group of people will push the button and the bomb will blast and will happen all over again, thus they do not want to negotiate things. He explained *"In 1945 there was one, you know how many countries have bomb in 2018? I am not here to offend anybody but you can go figure it out, this is pretty easy. The chances of the same stuff that dropped, happening again are very good and without this changing (He put his finger on his head) it will happen again. It is not the soldiers who want to fight, there was a time, ha - ha... You know there was a time when the kings used to be in the front and if the king didn't want to get killed, he negotiated very hard. Now these kings, they are not supposed to be kings but they pretend they are, they sit in their lofty offices they carry with them red colored emergency phones and there is an entire group of people who are just waiting for their order and they will push the buttons and will happen all over again."*

The speaker used pun, *"...The wars are not about the gun my friends, the wars are about what you can fit in a bowl is called food, it's about the water and today it has become desires..."*

The speaker questions the audience about who determines that they are successful or not. At each level of life who gives them marks or pay check suggesting their success. *"...I ask you*

a question, who determines if you are successful or not? You, you or other people, Ha! Do you? Do you? When you go to school who determines you passed? You or your teacher? Who gives you the marks? When you have a job, who determines you did right! The Boss who gives a paycheck or you? Wow! You don't know who is responsible here? Who is going to? Who determines you're successful? You or somebody else. You do - you do, you really do - you really do - you really do and when you throw a party and none of your friend show up, you are fine, no! I am not saying it has to be, but it that the way it is. How does it make you feel when you say to your husband good morning honey? and he says nothing, that's right and one day he doesn't come home, yes! Exactly! Because it is the same thing of not saying anything in another way.”

The speaker questions and also exemplifies it about who is living their life in reference to who is determining their success, he asks different question to make audience feel that who is driving the car, are they in the driving seat or passenger's seat. It was in relation to life, i.e. who and how they are living their life. He explains three things about existence - birth, being alive and death. He narrates that there is no control over birth and death but have control over the time between birth and death. He questions that does a person have control over this time and if he does not have then he should, then only he can decide what he wants and what he does not. *“Now the question is, who is living your life? You, you or somebody else? Are you in the passenger seat or are you in the driver seat? Have you been in a car before? Anybody? You been in a car before? Yes, raise your hand please, if you been in a car, you think there is a difference between passenger seat and the driver seat. So in your car, are you in the passenger seat or driver seat? You would like to think you are in a driver seat, but are you? Are you? That's the question, are you? There are three things in your existence - birth, you are alive and one day you have to go, death. I am simplifying, ok, I know there is a lot more thing, but I am simplifying, you were born, you are alive and one*

day you have to go. You had no control over when you were born and you really don't have much control over when you gonna go. But between those two, the coming and the going, you do have control. The question is, are you? Look only reason why I say this if you are not you should be, because that's the only way you are -you are going to be able to say.. Ah... excuse me! I don't want frustration in my life, excuse me! I don't want anger in my life, excuse me! I want joy in my life, excuse me! I want peace in my life, excuse me! I want to feel good every day.”

The speaker reiterates what is really difficult about life. He then replies that life does not have stop, pause and rewind button. Thus, if we miss something then it is missed, we cannot pause and rewind it to try that again. It forces living life consciously everyday, which is difficult. The speaker laughs giving humour to what he mentioned then repeats again and again that it's really very difficult to live consciously everyday and gives answer to this difficulty that we are not set up for it. *“What's really difficult about life, what's really difficult about life? What really difficult about life? Do you know? Like a tape recorder it doesn't have buttons, pause, stop, rewind. I mean if I missed yesterday then I would like to pause, rewind, let me try this again - please let me try this again. If in a moment I feel really angry - really angry - really angry I know what's going to happen after my anger? I am going to feel bad I could just pause, rewind, let me try this again. So because there are no buttons you are forced to live your life consciously every day, and that's really difficult. Ha – ha – ha - ha... That is really – really – really - really difficult, and the reason why it's difficult? Because we are not set up for it.”*

The speaker narrated that ‘human being need food, water and peace, they don't want to fight, people want to be in peace, to be in joy have freedom, independence and they want to understand peace, the importance of life and breath, he gave Socrates example about know thy self.’ He explains how his message is different and how his message helps in attaining the

said things. *“This is what Socrates said - Know thy self, understanding the self. So what I have to say is very simple, what you are looking for is within you, the question is you say, how do I look inside? Same way you see your face, how do you see your face? If you want to see yourself, how do you see? With your eyes you see the world you see everybody’s face right, with these eyes you see everybody’s except yours. Now if you want to see your face what do you need? You need a mirror, you got that one right? You need a mirror, not dependence, independence, I am talking about freedom, I am talking about independence, that’s why my message is so different. It’s so happens I do come sit down in a chair and sometimes standing by a podium, I do talk in microphone, that’s it. The message is entirely different, message is about freedom, message is about know thy self, message is you have the power to free you, when I say you know your world now know your breathe.”*

He expressed his opinion about wisdom that ‘it is a continue process and comes in little pieces’, *“Because in that life there is something so beautiful, I will leave you with one last thought and a wisdom does not all come at the same time, believe me it sometimes comes in little pieces.”*

The speaker explains that Buddha is not the statue, not the picture; Buddha is someone who carries benevolence, caring, sharing and wisdom that always lives and never dies. If somebody dies remember him through his kindness, caring and other noble attributes. We should stop searching the dead ones face, as we will never find them, but if we look for the noble attributes of them, we will find them in many. This is wisdom of life and of breath. *“So one day I have this thought and I will share it with you, if I am looking for a Buddha now, I have seen pictures of Buddha, I have seen statues of Buddha and if I am looking for Buddha, in this world today, how should I do it? How should I do it? Because should I be looking for somebody? That looks like the statues that I have seen, the pictures I have seen, because if I am I won't find a Buddha, but if I am looking for someone who carries the*

wisdom, who carries the benevolence, who carries the kindness, who carries the caring, then you have any idea how many Buddha I will find? Millions - millions, Buddha wasn't about this (indicating face), Buddha was about this (indicating heart). But made Buddha - Buddha - was not his face but his benevolence, his caring, his sharing, his wisdom, that always lives it never dies it always lives. Lot of people, somebody very close to them passes away they feel sorrow, they should but because you see in that person you would know you attached to his face. Stop looking for the face start looking for the kindness, start looking for the joy of that person, start looking for the caring of that person and you will realize they are still here, not in one but in many - in many - in many - in many. This is the wisdom of life not the wisdom of the world. But the wisdom of life, the wisdom of this breath."

The speaker expressed that people always think of complaining, obstacles and problems but life should not be like that, people should think of solutions. He shared his real life experience about the blind person who crossed the road with the help of stick. He emphasized about looking for the clear path not the obstacles. *"...when you come listen to me take which you need whatever you need, this is a big shopping centre of mine, I talk about many things - many things – many - many things, take which you need and use it. Remember - remember you are alive next time you are surrounded by problems, next time you have troubles, next time when the things look very dark, just remember you are alive and watch what light can do? Light is a powerful thing light doesn't create objects light merely illuminates, that's all light does, illuminates. But you in your life what you see is obstacles, you have become very good looking at obstacles, you can recognize obstacles, can't you? You look mountain, oh my God, I know there are so many people that driving fast on the freeway, all of a sudden they see a police officer parked they slow down, maybe the police officer is taking a break, know -you – know- you know obstacle - obstacle, problem, my*

question to you, how does it help to get at the obstacles? How does it help? How can it possibly help you looking at the obstacles? So I was in England beginning of this year I was in England, I was in London, I have to go quite a few times I have to go London, traffic- traffic – traffic – traffic – traffic. So I am in London, the car is going slower than the pedestrians they are going faster, so I am sitting in the car doing hmmm... I am just looking out and all of a sudden I see a person who is visually challenged and this man who is visually challenged he has a stick and is going tak – tak – tak – tak (the speaker used Onomatopoeia) faster than the car faster, faster than the most of the pedestrians, gone – gone – gone - then I realize something, seeing this person visually challenged with the a stick, you know what I realized? all he cares about is the open path not the obstacles, he doesn't take his stick at pole, person, bridge, car, no! he is not interested in the pole, he is not interested in bridge, he is not interested in any of the others, all he is interested in where it clear and only the amount of space needed for him to go through not after that, we would do that - we do that, a bridge... who is going to walk on the ceiling...? Over here... there is a phone here... no... how wide is it...? How wide is it...? No! just enough going faster than the car. What are you good at? You have eyes you are not visually challenged, what you are good at? Problem – problem – problem – problem – problem – problem – problem – problem – problem – problem – problem – problem – problem. You never see the way you never see the clear path, start looking at that clear path not the problem and there is always a path, always – always.”

He gave example of Tibet people, how they ignored various problems about the path to Lhasa and found solution through river augmenting his earlier statements *“There people who live in Tibet and the one village area and big area they live, there have firm no roads, they manage their children, they have to take them to Lhasa the big town, how they to get there? Sharp cliffs everywhere how do I get there? Because they weren't concentrating on the*

cliffs, they weren't concentrating on the mountains, they were concentrating on the paths and you know where they found it? By the river they follow the river, along the side of the river, where does the river go to? Goes to Lhasa they follow the river."

He ended his first session speech with strong suggestion that *"Start in your life looking at the clear path not the obstacles. Obstacles are no good, look the clear path you will go a long way."*

Question / Answer Session

The host asked the question to Prem Rawat that *"What is the meaning for you to be here in Hiroshima and to give a speech on peace for the first time?"*

Prem Rawat answered about the incident which happened in Hiroshima and about peace memorial park. He suggests that people should visit peace memorial park to get first hand information. He also suggested that some concrete steps should be taken so that the incident is not repeated. Prem Rawat responded the question that how people of India and a lot of people in other countries and younger generation do not know about the incident happened in Hiroshima. He added though being superior to animals in every aspect how on that particular day human beings showed such a strange behavior.

He narrated about the Peace Memorial Park saying that it's wonderful to have remembrance of that day to remind us that it should never happen again. Today there are so many nuclear power countries and if people of these countries come in power they will not care about anything, as they are not very conservative about what happens and how will they be remembered and even about legacy but earlier countries were conservative of what happens and how will they be remembered. So the chances of happening it again was less, but the history can repeat itself. He being in Hiroshima articulated that some concrete steps should be

taken and need to work on that. *“Well that’s definitely the question I have never been asked before because I have never been to Hiroshima before, (Laughter) but like I said somebody who is travelling with me there from India and this morning somebody was talking to them and they had no idea, I mean they are talking about 2018 here in October and he had no idea about this bomb. So it’s something that a lot of people in India actually may not know and there are other countries in which people don’t know in the younger generation may not actually know in some countries, but to me to be here and to have witnessed what is going on into imagine that day when something like this happens, it’s really all about the unconsciousness of human beings, how? You can talk to people today and they will tell you that what happened had to happen. Because the cost of continuing the war without having dropped the Bomb would had been 1 million lives, but are there not other solutions? What have we become void of those principle things that make us human, are we not proud of that we have a language? Are we not proud of a writings? Are we not proud of some other things that we say put its above animals? And yet we exhibit at that day on that particular day a very strange behavior and yet what always surprises me is that ok so there is... there is a memorial, there is all of this here and it’s wonderful that there is some remembrance of that day to remind us, No! it should never happen again but what concrete steps have we taken that it will not happen again? Like I was saying before, there is many – many - more countries now that actually have nuclear capability, and some of those countries are incredibly unstable - incredibly unstable and literally in those countries people can all of a sudden be brought to power who will do it, because they have nothing to loss, they... they... don’t care about the legacy, they don’t care... In fact back in 1945 people were very conservative when it came to things like this and then nowadays people are not very conservative they don’t care about what happens, how they will be remembered? So, can the history repeat itself? And the thing is history has repeated itself many - many times*

already and it will continue to repeat unless we do something about it. So to me to be here and to see what happened first hand because I have seen it in documentaries and I have seen it in different articles and – and - and books that I have read about this, but at the same token to realize that yes there is something that is missing and what is missing is that nothing concrete has been done so that this will never happen again and those we need to still work on that - we need to work on that.

The next question was “...while Mr. Trump is the holding and steering wheel and is quiet scary, I am the one who published book on Mr. Obama in the Japanese language for the first time I am proud of that the incumbent person is very different in many ways. How can you enlightening him in terms of open his eyes to Peace of Mind? He seems to fight with the opposition party, he seems to fight with the news media and he is fighting with his former staff members and he seems to be fighting with himself, what kind of advice can you to give him?”

Prem Rawat responds to the host by saying it is not that a jinni came in the dream and made trump’s wish true to be the president of United States but it is the people who did that. It is not about Trump but for all who will be President of America. The people need to stop the leadership game. The speaker gives example of a student who fails in first year than again in second year and so on. He keep on failing and becomes older that every single professor and still continues to fail. It is same for the leaders, they keep on failing and people keep on voting. It is just like if one’s car is going to run of the road and he pushes the driver out and picks up some body from road as driver but realizes he cannot drive either. This is what people are doing in case of leaders. Fundamental changes are needed to be done and time has come to do that. People come up, they make promises that they do not keep but we always vote them. We believe them even when we know they are lying and think everything will be

okay. So what has happened is that we became complainers. All the countries are copying each other and that is the real problem.

The speaker then diverts attention to the thought of people being tied to each other. How our life is touched by so many people around the world. He gave the example of banana, flower, aeroplane and mobile phone that how these are grown or manufactured in various countries of the world and reaches us. He also gives example of pizza that how different country's pizza is found in other countries.

He focuses on how culture, food, clothing, languages etc. are different in different places but we are living in same planet at the same time. We are more united now than we ever were. We need to act in this way but we are always talking about divisions, even the policies made are based on divisions which we have learned from Britishers long time ago that is divide and rule. But now it is time to unite and rule that has to be the key, time has also come for major change and without that nothing is going to happen. Technology can bring people together, uplifting people's experiences of coming together every day, for peace, for joy, for our better understanding and that is what has to happen. He ends by laughing and saying that the next President is going to come and he is going to look worse than the last one. Politicians use the strategy 'divide and rule' but we can do is 'unite and rule'. ***“Well look, it wasn't like one day he was asleep and in his dream a jinni came and gave him a machine and said - there is two buttons here, one is if you want to be the President push this button and if you don't want to be the president push this button. It isn't about Donald Trump. Donald Trump was, is now the president of United States and there will be somebody else who will be president of United States some people are hoping. So it's not about Donald Trump it's not about the presidency of United States, that's not the driver seat, hmm... it is people have to stop this leadership game that we have been playing it doesn't work, I mean if you have a student and you are professor, of course you have many - many students, you have a student and***

he fails 1 year okay, maybe he did... you know something fails 2 years - fails 3 years - fails 4 years - fails 5 years - 6 years - 7 years - 8 years - 9 years - 10 years - 12 years and then he is older than every single professor in the college, and he just keeps failing... ha – ha - ha... there is something wrong here? So to me, when you look at the report card of the leaders of this world they just keep failing, left and right - left and right - left and right - left and right, then people are just toy vote and new one in - new one in - new one in - new one in, this is how you are gonna do it? I mean literally you realized that your car is going to run off road, so you are just going to take this person who is in the driver seat push him out and just pick somebody up from the side of road and put him in charge and then realize he can't drive either. I mean this is how this car is going right, now in this world the passengers are realizing that he can't drive - he can't drive - he can't drive - he can't drive, so now they know all the people can't drive but they don't have anyone that can drive. Fundamental changes have to be made in this world, this... this isn't working, if we want to take the next step - truly take the next step, it's not going to be in technology because what is starting to happen is that people are going to end up serving the technology rather than the technology serving the people unless there is a fundamental change that happens is the way we are, the way we live, the way we communicate, the way we exist, the way we work, the way we interface, the way we interact with each other and indeed this whole thing of the world leaders quote unquote, this has to be changed dramatically, and the time has come to do that because this isn't working. I mean we know all the people who don't work but we don't have anybody who we can say yaa you are fine. People come up they make promises that they cannot keep, we know that but we vote them anyways, we believe them, we know that this person is lying but we believe them anyways, is like O yes ok you will be fine. It is about... it has become about personal interest of people groups of people it depends on... specially in America, who will be elected the

president, it isn't the most amount of people voting a person but the electoral college voting, this is wrong - this is just simply wrong. It is the most undemocratic thing there is in this universe and yet it just keeps on happening again and again and again and again and nobody is like Okay, everybody is like okay, and so what we have become? We have become complainers, will love to complain and don't we love to complain? I mean God forbid if one day we actually woke up and there was nothing to complain about, what would we do? What would the newspapers do? What would the channels on the televisions do? And I mean can you imagine all the major International Channels going... haaa this really everything is fine, things are really good today, there is really nothing to report in terms of bad, so, you know go home and enjoy your life and be with your family and what can we tell you? It would all be about daa – daa –daa – daa – daa – daa – daa – daa ... (the speaker used Onomatopoeia) Because they take noncontroversial items and make it controversy and so that they have something to say about it. I am just looking at the whole picture you know and then of course... one country is trying to copy - another country is trying to copy another country, everybody is trying to catch in it and this is the problem. There was a time when if there was a king in India and he ruled his little Kingdom and he decided that everybody was going to drive on you know the left side of the road, it didn't matter to the world, it didn't matter, you still drove on whichever side you drove on. Now we are so economically tide that if United States forcibly decide that they're going to drive on the other side of the road, do you know how much transformation would be required for all the cars that are manufactured that are consumed in an United States of America to be switched over from one side to the other side? I mean it's unbelievable, we are all we tied, look we live in a world - we live in a world that you don't even realize but every single day do you know how many people in this world touch your life? You have any idea... how many people touch your life? Your life? Your - your being, your you. When you go to grab

that banana you know where that banana came from? That banana post likely came from Africa and do you know how it got here? It was not a monkey that brought it here, it flew in a 747. How many of you like flowers? And go to a flower shop or may have received a flower because it's your birthday, you know where that flower came from? that flower, if it's a nice rose or something may be it came from Pakistan, may be it came from India, it was flown from these countries and it was flown to Netherlands - to Amsterdam, where it was sowed it out, it auctioned, and then it was packed into 747s, you think that 747 was Born a 747, No. There are engine parts in that aeroplane that were manufactured in different parts around the world, there are different people who manufactured different parts of that aircraft including the tyres, including the paint, all of that to make your little flower appear in your little home. I mean you have any idea the world we live in, how many people touch your life every single day? You get up in the morning, you pick up your little mobile phone, you turn it on, do you have any idea how many people are working or behind all those apps? All those news? all... I mean all this is going on and on, keeps up the servers that touching your life, we... we don't live in that world where things were inconsequential, we live in a world where things are very consequential. And so we need to start living like one because we are living like one, and what the - the facets of the countries need to be? Is the cuisine, the culture, the language, the uniqueness of a culture, uniqueness of a country, to be exemplified, not demolished, exemplified... , but as human beings, we are all one, this is what needs to happen. I mean cut load, don't get rid of Indian food, but that what's happening, go to Rome - go to Rome and find an Italian pizza, you will find American pizza, but you won't find the Rome Pizza. I mean people are crazy about Italian Pizza, so many American tourists come - they come, I want my Pizza from Rome, from Chicago, you get that, No. Our uniqueness, thousands of years how we have develop language? How we write? How we express? Our poetry in our different languages saying

the same thing but expressing it differently, our food and culture, clothing, wonderful stuff, bring it out but we are all living in the same planet in the same time, we are more united now then we never realized we were, and we need to start acting that because we are not acting that way we are talking about divisions and divisions and divisions, and you... look at the policies that are being implemented it is about division, the one thing that the British learned a long - long time ago, and it has would done wonders for the empire especially in the old days and that was divide and rule and it did wonders for them, it really did. But this not the time now, it's unite and rule that has to be the key and the time has come for the major change and without that change it just not gonna a work, it just - it just - it just - it just gonna defeat. Technologies will be created but there will be misused because it's not... it's about bringing people together, this is what the technology is! You know in a way I have been involved in that technology taking this message of peace, talking to people since I was four years old, I have been involved in this technology since a long – long - long time, and I know how incredible it is, how uplifted people feel when they come in a field to have a festival for 3 days even if it is just a music festival they feel so good it's such a high uplifting experiences for people coming together every day it is possible for peace - for joy - for our better understanding for betterment, this is - this is what has to happened ! So unfortunately I cannot answer your question directly but indirectly it is that it's not going to work apparent you know and all that's going to happen is that the next President is gonna come and he is gonna look worse than the last one. Ha... ha... ha... ha... ha... ha... ha... (laughter)

The host questioned *“My last question is about the role and responsibilities of educators, you emphasized the importance of students getting independent but in ordinary schools the teacher gives exams and marks courses and give grades, then it's natural for students to*

feel dependent or controlled by teachers, then how teachers and educators can help students be more independent?”

Prem Rawat emphasized on recent education system which the host questioned. Speaker expressed that in earlier time there has been practical approach in education system but in today's era there is theoretical approach which provides degree but not job. Because theoretical knowledge is not providing skills which are the real problems, not in developed countries but in developing countries because government have made a lot of schools but they do not give attention to the quality of education. To the speaker it appears that technology should be used. An educational platform should be created from around the world different universities and different happenings and lectures should be available in it. So if one has no time to go to school can also learn. Learning should not have limits but one can learn till his last breath. He added innovative thinking should come in education like in Norway and Sweden where they changed their schooling system, made school hours flexible, did not give homework and gave up all traditional things. Now children had plenty of time to play and when they come to school they wanted to pay attention.

He emphasised that third world is falling behind in quality of education which is very essential at the end of the day education is opening doors of mind and anything that curtails the imagination or brings it down is not education. He ends his answer giving example of parrot who says sentences which it had been taught but does not understand it and that is not the world we needed. He concluded that colleges and universities must include technologies in their education system globally. *“Well because so much of the education is based on theories and not practical, long - long time ago it wasn't based on theories it was based on practical so, if you wanted to learn how to carve ‘A’ with an Idol, you started and as baby*

all you did is make mistakes but you never had to be tested because whatever you had learnt, you always applied it and whatever you applied gave you the outcome of that doll, of that object that you were making, how good - good it was? So when we start looking at theories where the education has become theoretical there is the problem, people come out they have a certificate then they say they have graduated they can't find a job because they actually don't know. How? many thing works is called an apprenticeship then they have go into apprenticeship and actually learn how this actually works because they know the theory but they don't know the practical, and I think the time has come when the practical has to come up of what they learn. Education system needs to change, education system that we... and please... don't be offended, this is just my idea of it but you know... (Host : I am trying to change Japanese education system myself, so... don't) ok... Because our education system that the way we have in this world actually started from monasteries and so you had this place you went to you forget about everything else you went there, and you dedicated your life you're learning to that and you know that's why you focused about that but we changed it a little bit, we get to go home every day and so it's nice but... the whole idea is... You just go through this you pass this exam, and now you keep doing that year after year and then after then, you get the thing and now you have qualified somehow, this has actually divided ourselves. So there are people who have incredible experience but they are not educated we called them not educated and they can't get a job and there is a lot more of those people and in this planet earth who can't get a job, because they have been gone to the mediocre university, they really don't understand it, they really don't get it, and especially in developing countries, not countries like Japan, but developing countries this is a real problem because governments have made a lot of schools but they don't look after the quality of education and so that really actually creates chasms, that are huge - huge chasms between people, to me why not use the technology? Where all you really need to do

is know enough information you can get on the internet and the original intention of this internet was not all these garbage that's on there was for the different universities to connect together and to actually pass on the education, maybe it is time to take that internet, and though, internet we have let it be, this is what people want they want garbage let them have it but create one platform which truly is educational from around the world different universities, different lectures happening, different and so... So you don't have the time to go to school but you can still learn and once you can learn enough to be able to manipulate the keys on that computer you can go and you can learn calculus, if you want it to, if math was your thing you could learn and learn and learn and learn and learn and learn and learn for the rest of your life. And it would fundamentally change this structure of - from this period of life to your this period of life you go and get educated, lot of it now is mandatory because the women at home who are responsible for their families, the fathers who are responsible for their families want their children to go after school so they can have a little free time at home. This cannot be the shield of education by any stretch of the imagination. I think innovative thinking has to come in where education shouldn't be up to a certain point but education should be nonstop till your last breath. You can learn and learn and learn and learn and learn and more you learn the better you get in whatever field you choose, whatever field you choose, and that's how education should be for everyone. I mean when you look at... when you look at... What they did in Norway and Sweden with their education system. You know in Norway they were doing so well, all the other countries were going a lot better, so they said, what do we do? So, makes school hours flexible, get rid of the homework, all the traditional things they got rid of all that and bump in a... actually came to school to pay attention not to play and but they didn't have to compete their playtime with education time, they had plenty of time to play, so when they came to school they really wanted to pay attention. I am impressed with that because

somebody did some an innovative thinking. This is not what's happening in the third world and the third world is falling behind in – in - in the quality of education that is necessary, education at the end of the day is opening the doors of the mind, so you can imagine anything that curtails the imagination, anything that kicks that imagination down is not education it just becomes... You know parrot can be taught, poly want or a cracker but I don't really think that parrot understands the concept of poly or the cracker or definitely want so it can say it but it doesn't understand and that's not the world we need. That's what I think! Ha – ha – ha – ha – ha (Laughter)

Students Question / Answer Session

During expressions session young students asked questions to Prem Rawat which he answered in a very simple way.

To the question of good part in a student and how he can find it, Prem replies that it is good that the student knows he has good in him and will not search it outside and guaranteed that he will find it one day.

To the question of being nervous while speaking in front of so many people, the answers that he does not get nervous because he speaks from the heart not from the mind.

To the question of Prem Rawat's impression before coming and after coming in Japan he says that there was sadness what happened in Japan but now there is joy that maybe everyone can make effort to make sure it does not repeat.

His answer for the most important thing he knows was that one should learn how to let the heart speak and not let the mind speak for heart. What heart speaks mind does not understand and what mind speaks heart does not understand, that make things hard and that's how it will

make things easy. We need to understand that sometimes we do not have to say anything we just need to smile.

One of the question about the researches being used for award purposes and what have to be done. Prem Rawat gave a simple logic that when a lit candle is touched to unlit candle it lights up the unlit candle and this is the rule and not the other way round. Thus lamp never worries about what it illuminates, when it is lit, it gives light and that gives us all hope in this world. He meant that the researchers should not worry about all these but should focus on research.

To the question that if someone knows what he has inside and uses it but if others are having better thing and uses it, he with few things will try to Grab those things that other people have, then the conflict and quarrel will start, to avoid that what can be done.

Prem Rawat responded with questions to the student and made her understand if we love someone we do not compare them with others as we love our mother, and do not compare with anyone. Thus when we begin to love ourselves, what we have is we and we love and do not compare.

To the question of a student that he has bad part in him along with good like some worries and depression. How can he be able to overcome that? Prem Rawat mentions that he (the student) cannot have one sided coin, it has two, so for every good in the student there is a bad and for everything bad he has a good and he should find good.

One of the query was, 'what according to the speaker is most important' and his comeback was in single word, his Breathe, that is the one thing that is his and he shares it with the world. To all the questions and queries, the speaker answered the questioners seemed very happy and satisfied.

Prem Rawat Last Message of the Session

It implied that the speaker used we, our, together, etc. words, his speech would influence participants because it showed unity and togetherness, speaker had collective approach, audience could connect easily. The ending of the speech concluded that ‘knowledge is, ignorance is not, knowledge supersedes ignorance,’ one should bring knowledge because ignorance is a hole, nothing in itself as absence of something makes a hole. And in this way the speaker again connects audience to the story of hole which he narrated in the beginning. He also gave example of a lit candle which has the capacity to light the unlit candle. Giving importance of breath he answered with happiness that breath is most valuable and beautiful gift which people share with the whole world, we are alive and can change our fortunes that we do not need to be stuck in this situation of threat of man killing man and humanity being at stake but should rise above it by giving peace a chance because peace that needs to triumph and peace will triumph because peace is possible. *“So understand one and this is the hope for this world that when you bring two candles one lit one unlit together this is the rule and it has been played out on the face of this earth for thousands and thousands and thousands of years that a lit candle will light an unlit candle. Knowledge supersedes, takes over, gets rid of ignorance, ignorance isn’t whole knowledge is - ignorance isn’t knowledge is, don’t try to remove ignorance, this is the mistake people make they want to remove ignorance but that’s like removing the hole, how do you do that? Bring in knowledge in your life. Always there is hope, why there is hope? Because, the lit candle lights the unlit candle, not the rule I make this is just the rule there is, you have the most precious gift this breath, understand this is the first time I have actually mentioned it, because you inspired me to say that. Don’t underestimate your question, you when you asked that question, what is the most precious thing? I always knew that it was my breath but you inspired me to say something that’s the most precious thing that is just mine that I share with the whole world. I do - I do I share it*

with the whole world. So how beautiful it is to be alive, how beautiful it is to have this chance and how beautiful it is and I really hope that with our awakening we can change our fortunes that we don't have to be stuck in this situation of threat of man killing man, of humanity being at stake, but that we rise above it all and we give peace a chance because peace is possible and it is peace that needs to triumph and peace will triumph, peace is possible.”⁸⁹

⁸⁹ <https://www.timelesstoday.tv/prem-rawat-in-hiroshima-japan-video>. Accessed December 24, 2018.



CONCLUSION



11.1 Conclusion

The study is based on qualitative and quantitative research methods and descriptive in nature to explore youth and their problems resulting in stress or depression and impact of inspirational messages of Prem Rawat in regard to life and peace on youth. The researcher applied **triangulation method** to test the reliability that whether or not the researcher gets the same or consistent results by using various research methods.

There are different research methods which the researcher has opted, such as **survey among youth, post international seminar survey in Hiroshima, Japan, post live event survey in Ranchi, Bareilly, Delhi and Mumbai, India, and its combined data analyses and interpretation, next is open-ended questionnaire survey through email, semi-experimental study through whatsapp survey, and rhetorical analysis of international seminar held in Hiroshima, Japan, keynote speaker was Prem Rawat and the researcher was participant observer.**

Following are the conclusions of the study :

Objective 1 : To analyze Prem Rawat as a communicator, his message, medium and effect on youth

Hypothesis 1 : Listening to Prem Rawat excerpts will give positive attitude towards life, humanity and peace.

Conclusion 1 : The hypothesis has proven right to a large extent as the researcher wants to find out whether Prem Rawat's message will help respondents in their daily life. In **post international seminar survey in Hiroshima, Japan, study suggests that majority of the**

respondents said yes (95.65 percent). The respondents explained the most liking points in his messages are about peace, inner peace, satisfaction with life, understand self, feel happiness inside, simplest way of explaining things, control the life, see the clear path not the obstacles, importance of breath, example of burning candle.

While **analyzing and interpreting the combined data of Ranchi, Bareilly, Delhi and Mumbai**, the findings opine that majority of the respondents (97.94 percent) said that Prem Rawat's messages help respondents in their daily life and 78.92 percent of the respondents explains that most liking points in his messages are Peace / Inner Peace / Peace is Possible, Humanity / Contentment / Inner Strength / Help / Respect / Women Respect / Human Being / Mercy, Hope / Appreciation / Happiness / Satisfaction / Focus, doha / saying, real Life Examples / Facts, Importance of Breath, Equality / His Message is Beyond Caste, Creed, Culture / His Message is for Everyone, Simple way of Explaining Things, Know thy Self, Light the Lamp Within and Remove Darkness / One Lighten Candle can Lit Other Candle Example.

Open-ended questionnaire survey through email, its findings shows that majority of the respondents explains, listening to Prem Rawat helps them to focus more towards goals, positive attitude towards life. He talks more on Peace / Peace is Possible, Happiness / Joy / Harmony, Know Thy Self, Life, Love / Prosperity, Humanity, Problem Solving Nature, Hope, Clarity, Importance of Family, Personality Development, Priority in Life. Majority of the respondents suggests that people should listen to his message, it is for everyone and message is very simple.

Semi-experimental study through whatsapp survey : The study opines that the response is similar but the only difference is in degree not in kind. 40.98 percent of the participants chose *very good* after watching Prem Rawat's message video clips of five days, 27.87 percent ticked *excellent* and 24.59 percent chose good for Prem Rawat as a communicator. It suggests that they like Prem Rawat as a communicator. One question was based on the way Prem Rawat expresses his message, more than half of the participants (54.10 percent) said very good, 19.67 percent informed good and 18.03 percent of the participants chose excellent, it seems that response is similar but the only difference is in degree not in kind, it means majority of participants like his expressions. A little more than three-fourth of the participants (78.69 percent) like the examples / facts which Prem Rawat used in his messages which the researcher has sent to the participants. One question was based on the content of his messages, majority of the respondents (81.97 percent) of the participants like the content of Prem Rawat messages and 16.39 percent of the participants partially like the content of his message.

Objective 2 : To examine youth, their problems resulting in stress or depression

Hypothesis 2 : Youth of this generation are facing many obstacles which result in stress or depression.

Hypothesis 3 : Due to stress or depression, youth become disinterested and efficacy decreases.

Conclusion 2 : The hypothesis has proven right to a large extent, the researcher wants to find out if youth's problems resulting in stress or depression. The researcher has done **survey among youth** and it suggests that youngsters are facing stress or depression and they are continuously coping with it through various ways. Majority of the respondents (98 percent) agree that they feel stress sometimes. One question was related to the causes of stress, so, 40 percent of the respondents chose family issues, 30 percent of the respondents said work and health, these things cause stress in youngsters. Exam stress and schools / college / universities issues are also reasons of stress. It opines that youngsters are facing stress in different ways and need to overcome from it. More than half of the respondents (54 percent) agreed that listening music manage stress and 44 percent of the said that by talking to a partner / friend / family member help to handle stress. The researcher also asked from the respondents that 'whenever they are in stress, it results into aggression and tend to take stress out on others', half of the respondents said *yes* (50 percent), they use to do it and 30 percent of the respondents said *no*.

The researcher asked few questions from the respondents while doing **semi-experimental study**, majority of the participants (85.25 percent) chose *yes* they think 'youth face stress or depression in their life'. More than half of the participants (57.38 percent) said *yes*, they face stress or depression in their life and 31.15 percent of the participants chose *partially*.

The researcher while doing **survey among youth** trying to understand symptoms of stress and its affect in the life of the respondents, to find it out, the researcher asked some inter linked questions and after analyzing, the study opines that majority of the respondents faced diverse symptoms and it affects in their life. The types of symptoms respondents feel in stress are having headaches (36 percent), mood swing (32 percent) and low self-esteem / lack of confidence (26 percent). Apart from it, the respondents ticked depression, anxiety attacks and sickness. Some of the respondents say stress also affects life, it causes lose of concentration, 38 percent of the respondents said *sometimes it affects*, 34 percent chose *yes*.

In **semi-experimental study**, the researcher finds out that the stress or depression affects participant's life, the half of the participants 50.82 percent of the participants *agree* about it and 36.07 percent of the participants *partially agree* about it. Therefore, the study suggests that the response is similar but the only difference is in degree not in kind. So, majority of the respondents get affected by stress.

Objective 3 : To study the impact on youth after listening to the selected inspirational message video clips of Prem Rawat regarding life and peace

Hypothesis 4 : Prem Rawat message will help youth to overcome stress or depression.

Conclusion 3 : The researcher wants to analyze the impact on youth after listening to the selected inspirational message video clips of Prem Rawat regarding life and peace and in this regard hypothesis has been stated by the researcher. The hypothesis has proven right to a certain extent.

Post international seminar survey in Hiroshima, Japan : The majority of the respondents *strongly agreed* (69.57 percent) and *agreed* (17.39 percent) that in this era of modernization and technology, the messages / speeches of Prem Rawat will help youngsters to overcome their depression or stress. It shows that the response is similar but the only difference is in degree not in kind. His messages will help majority of the respondents (95.65 percent) in their daily life to overcome from stress or depression. The most people liked topics are peace and inner peace, satisfaction with life, understand ‘self’, feel happiness inside, control the life, see the clear path not the obstacles, confident and fearless, etc. and will definitely motivate youngsters.

Ranchi, Bareilly, Delhi and Mumbai combined data analyses and interpretation : In this era of modernization and technology, the messages / speeches of Prem Rawat will help youngsters to overcome their depression or stress as almost all of the respondents *strongly agreed and agreed* (80.41 percent and 17.53 percent respectively). It shows that the response is similar but the only difference is in degree not in kind. The researcher also wants to know whether Prem Rawat’s messages help respondents in their daily life, almost all of the

respondents (97.94 percent) said *yes* ‘it helps’. The most liked topics in Prem Rawat’s messages / speeches by the respondents are ‘peace is possible, hope, appreciation, happiness, satisfaction, humanity, contentment, Inner Strength, help, importance of breathe, life, make life successful, real life facts and examples, know thy self’, etc.

Open-ended questionnaire survey through email : It opines that almost all of the respondents *agreed* that in this era of modernization and technology the message / speech of Prem Rawat will help youngsters to overcome their stress or depression. The most like points in Prem Rawat’s message / speech are ‘know thy self, peace / inner peace / peace of mind, hope / contentment, knowledge gift / practical experience, examples / illustrations, life / positive attitude towards life, real happiness, simple and profound message, face day to day challenges’.

Most of the respondents share their experiences of how they got help from listening to Prem Rawat’s messages, they are ‘hope, fresh perspective, all is well, importance of life, meditation techniques / focus inside, helps to face the challenges, their problem solving behavior developed, practical happiness / calmness, be strong, clarity, peace, love / self love, message motivates and works as antidepressant’.

Semi-experimental study through whatsapp survey : Half of the participants (52.46 percent) *agreed* that in this era of modernization and technology, they think that the messages of Prem Rawat will help youngsters to overcome their stress or depression and 34.43 percent of the participants *partially agreed* about it. The researcher also wanted to know whether the ‘participants think the youth will get positive outlook after listening to Prem Rawat’. The study opines that more than half of the participants (62.30 percent) said *yes* and 26.23 percent

of the participants chose *partially*. The researcher also enquired about the thought of the participants in regard to the videos (sent by the researcher) they viewed, whether have / will have some positive impact on their attitude towards life, the researcher analyzed that more than half of the participants (59.02 percent) informed *agreed* about it, 27.87 percent of the participants chose *partially*. It shows that participants like the messages / speeches of Prem Rawat and have positive impact at some extend on youth after listening to the selected inspirational message video clips of Prem Rawat regarding life and peace.

Objective 4 : To study the role of oratory in effective persuasive communication in regard to inspirational messages

Hypothesis 4 : Motivational speakers are effective in persuasive communication in regard to inspirational messages.

Conclusion 3 : The hypothesis has proven right to a large extent as the researcher studied the role of oratory in effective persuasive communication in regard to inspirational messages.

Post international seminar survey in Hiroshima, Japan : The majority of the respondents (95.65 percent) said *excellent* and rest 4.35 percent of the respondents chose *very good* in regard to Prem Rawat as communicator. All of the respondents *liked* the way Prem Rawat expressed his messages / speeches as (100 percent) selected *excellent*. Going ahead, the researcher asked whether the respondents ‘like the content of Prem Rawat messages’, all of the respondents chose *yes* the liked the content. The next question was whether the respondents ‘agree or disagree’ from the Prem Rawat’s message / speech of live event listened to by the respondent. More than three-fourth of the respondents (78.26 percent) were *strongly agreed* and 17.39 percent of the respondents were *agreed* with it. It shows that the response is similar but the only difference is in degree not in kind. The next question was to rank Prem Rawat as a ‘Communicator’, ‘his message’, ‘the way of expressing / communicating his message’ and ‘the influence of his message’, majority of the respondents (86.96 percent) said *excellent* and 4.35 percent of the respondents ticked *very good*.

Ranchi, Bareilly, Delhi and Mumbai Combined Data Analyses and Interpretation : The study assists to identify that Prem Rawat as an inspirational communicator and his messages / speeches strongly like by the youth and will certainly impact on the life of the youngsters.

The majority of the respondents (84.02 percent) said *excellent* and 13.40 percent of the respondent chose *very good* for Prem Rawat as communicator. The largest number of the respondents (89.69 percent) selected *excellent* and only 7.73 percent of the respondent stated *very good* when the researcher asked whether the respondents like the way 'Prem Rawat expresses his message / speech'. One question was based on the content of Prem Rawat messages, almost all of the respondents (98.45 percent) said *yes*. The next question was to find out whether the respondents 'agree or disagree' from the Prem Rawat's message / speech of live event listened to by the respondent. The largest numbers of the respondents (90.72 percent) *strongly agree* with it. Another question was based on the rank for Prem Rawat as a 'Communicator', 'his message', 'the way of expressing / communicating his message' and 'the influence of his message', majority of the respondents (84.54 percent) said *excellent* and 9.79 percent of the respondents chose *very good*. It opines that the response is similar but the only difference is in degree not in kind.

In **semi-experimental study**, the researcher finds out that Prem Rawat is an effective oratory in regard to inspirational messages. The question was based on the participants thought whether the youth would get positive outlook after listening to Prem Rawat, more than half of the participants (62.30 percent) said *yes* and 26.23 percent of the participants chose *partially*. The researcher also enquired about the thought of the participants in regard to the videos (sent by the researcher) they viewed, whether have / will have some positive impact on their attitude towards life, the researcher analyzed that more than half of the participants (59.02 percent) informed *yes*, 27.87 percent of the participants chose *partially*. It opines that Prem Rawat has persuasive communication skills in regard to inspirational messages.

Objective 5 : To compare the accessibility of traditional media vis a vis new and social media in regard to motivational speeches / messages

Hypothesis 6 : New media and social media are more accessible in comparison with the traditional media for listening to motivational speeches / messages.

Conclusion 5 : The researcher wants to compare the accessibility of traditional media vis a vis new and social media in regard to motivational speeches / messages and the hypothesis has proven wrong as both the media (new media and social media like smartphone, internet, etc. and the traditional media like television, literature, etc.) have somehow equal importance and play pivotal role for listening to motivational speeches / messages of Prem Rawat. The researcher also finds out that interpersonal communication and group communication have its own significance in disseminating information especially Prem Rawat upcoming events.

Post international seminar survey in Hiroshima, Japan : The study helps to analyze that majority of the respondents access smartphone, internet and Prem Rawat's literature. The researcher dug and explored the option (Others, please mention), more than half of the respondents (66.67 percent) said colleges / universities and 8.33 percent informed schools for getting information in regard to international seminar. The next question was related to the media they accessed to listen to Prem Rawat, more than half of the respondents (52.17 percent) selected *internet* and 47.83 percent chose *smartphone* and 21.74 percent of them said Prem Rawat literature. Some respondents said timeless today application also played pivotal role. Friends helped to explore international seminar and Prem Rawat's message would help to overcome stress or depression of youth. Less than half of the respondents (43.48 percent) said *friend* for getting information about international seminar. It helps to understand that two step flow theory can play significant role in our modern society.

Ranchi, Bareilly, Delhi and Mumbai Combined Data Analyses and Interpretation : The study suggests that largest number of respondents accessed smartphone, television, internet, DVDs and Prem Rawat literatures. Opinion leaders like friend and family contributed to explore live event of Prem Rawat. More than half of the respondents (52.06 percent) chose *family* and less than half of the respondents (42.27 percent) said *friend* about getting information regarding live events of Prem Rawat in Bareilly, Ranchi, Delhi and Mumbai. It proves that two step flow theory exists in the society, opinion leaders like friend and family contribute much in decision making. The researcher asked to the respondents who chose the option family that how *family* got information about the live event, more than three-fourth of the respondents (79.21 percent) said *television* and some of them (20.79 percent) informed *information center*. *Information center* is the place where they get information like upcoming events. The researcher explored the option (*others, please mention*), more than half of the respondents (58.33 percent) said *television* and less than half of the respondents (37.50 percent) informed *information center*. It is cleared that Television and Center both support in disseminating information regarding live event. One question was related to the media they accessed to listen to Prem Rawat apart from live event and the respondents had freedom to choose multiple options, more than three-fourth of the respondents (78.87 percent) selected *smartphone*, 76.80 percent of the respondents said *television* and 67.01 percent of them chose *internet*. The researcher dug and explored the option (*others, please mention*), more than half of the respondents (59.02 percent) said *television* and rest 37.70 percent of the respondents informed *information center*.

Open-ended questionnaire survey through email : The study opines that most of the respondents know about Prem Rawat through their peer groups, parents, family, friends, and neighbors. The researcher understood that in this modernized world, two step flow theory and

multi step flow theory exist, opinion leaders play pivotal role in the respondent's life. Interpersonal communication and group communication also have its own significance. These types of communication influence and motivate people in their decision making and also help to get rid of confusions. The researcher did categorization of media as explained by the respondents, all of the respondents (100 percent) accessed new media / social media (YouTube, apps, website, internet, mobile, etc.) and three-fourth of the respondents (75 percent) accessed traditional media (television, newspaper, radio, etc.). It suggests that almost all of the respondents use new media, social media as well as traditional media.

In semi-experimental study, the study opines that almost all of the participants (98.36 percent) think that 'social media like whatsapp, facebook, twitter etc. will help easily to share these types of motivational messages'. Almost all of the participants (98.36 percent) got and accessed easily the messages / videos of Prem Rawat sent by the researcher through whatsapp. Majority of the participants (88.52 percent) think that 'television, radio, newspaper etc. should include these types of motivational contents'.



DISCUSSION



12.1 Discussion

The researcher went to Ranchi, Mumbai, Delhi and Bareilly to observe the things in pre, during and post events personally as a participant observant and also to discuss and collect post event data from the participants / respondents. She also attended international seminar held in Hiroshima, Japan to do survey at the end of the seminar and observed the whole event as a participant observant. The researcher did survey among youth to analyze stress and its affects, conducted semi-experimental study, qualitative study through open-ended questionnaire survey and rhetorical analysis.

Here in discussion, the researcher wants to share her experiences which she observed during her survey and also the theories which helped the researcher to have some theoretical base and framework to connect, analyze and interpret the data resulting in the form of finding.

As a participant observant of international Seminar held in Hiroshima, Japan, it was interesting to attend the last question-answer session of students with the keynote speaker Prem Rawat in which he had been given only two minutes to answer each question. The very first question from one of the students that ‘I really don’t understand my good part my strength, what can I do to find my good part of me? Prem Rawat replied ***‘First the most beautiful thing is that you understand that there is something good in you. Very good that you know that there is good in you so you will not look for it outside. One day you will find it, I guarantee it.’*** The researcher observed the student, she looked very satisfied with the answer because she listened to Prem Rawat’s speech from the beginning of the seminar and the speaker had shared the story ‘**A Pot with the Hole**’. The moral of the story was ***‘everyone has something good in him or her and the only thing is to find that good’***.

One interesting question was asked by the student ‘Well you know about 600 people are here and I will be very straight Prem Rawat, when you speak do you get nervous? Your heart beat faster? The speaker answered ***‘No! I will tell you why? Because if I am doing it from my mind I will get nervous, I am doing it from my heart not nervous’***. That student again said ‘Well the answer I got is 500 times better than I expected. Thank you very much!!’ The researcher observed that the student was convinced and happy, there was laughter moment after the speaker answered.

Another student asked from the speaker ‘Well thank you very much for wonderful nice talk Prem Rawat, so you know I want to hear your impression about everything in Hiroshima. So what are your impressions before coming and the impressions that you have after you got here?’ The speaker said ***‘For me again there was the sadness because of what happened but there is a joy now that maybe we can make an effort and make sure this doesn't happen again’***. From this reply the participants connected themselves with the speaker and his efforts to develop the culture of peace, hope and happiness.

Prem Rawat also added ***‘You have to learn how to let your heart speak not let the mind speak for the heart, when the heart talks mind doesn't understand, when the mind talks heart doesn't understand. Let the heart do the talking not the mind do the talking for the heart, that's what it becomes difficult and that's what it becomes easy’***.

The speaker also explained regarding hope to one of the scholar who questioned that ***‘It is not that a lamp worries about what it will illuminate when it is lit, when it is lit it gives light and that's all the lamp cares about. There is a rule and this is the rule I need to know you need to know and the world needs to know, if you bring one candle that is lit next to a***

candle that is not lit and bring them like this (touch together) what do you think can happen? I will tell you, the lit candle will light the unlit candle not the other way round, that's the most powerful rule there is, that is the rule that gives us all hope in this world'.

Prem Rawat also talked about comparison and love to answer a student, *'You don't compare your mother to other woman, to you your mother is beautiful because you love her, when you begin to love yourself what you have in you, you also love and you don't compare it, if other one has something better or worse, your life has to be lived by the strength and the power of the relationship of love not who has more different whatever. That's how it has to be, because when you love somebody you love them not you compare them, oh... look at that person that's better! You don't compare your mother, your father and your mother loves you, she doesn't go, oh look at... at... ssss... ! No you come home you tired maybe you have even bad breath, maybe your hair is all massed up but you are still her daughter, that's love and you need to love yourself'.*

There was one interesting question asked by the student that 'Well thank you very much for your precious valuable talk, I read Prem Rawat's book and I also listen to you, I begin to... and started loving myself and to respect others and so of course there are bad part of me and I have some worries and feel depressed, how can we overcome from that kind of depression? Can I hear your opinion about it'?

Prem Rawat simply replied *'Every part that you don't like that have in you a part that you do like because for every... you cannot have one sided coin, coin has two sides, so for everything that is good in you there is a bad and everything bad in you there is a good, find the good'.*

Another question was ‘Well I am doing kind of to introduce peace in movies for the students and sometimes I get shocked and sometimes people say that I don’t want to see it anymore and so I don’t have any intention to give them a shock, I just simply want to talk about peace but sometimes I don’t do it well, I fail what can I do to make sure that what I can communicate what I want, my intentions to other people?’ Prem Rawat said ***‘Just ask them after the tour one simple thing, what can we do to make our future better than all of this? That’s all...’***

Last question asked by the student from Rawat ‘what is the most important thing for you?’ Prem Rawat simply answered ***‘My breath, because it is one thing that’s mine and I share it with the whole world. You too, when you take your breath it is something that is just yours and you share it with the whole... world. Because it’s that air coming in - going out, and this is what we all do, in Africa – India – America – Canada - South America – Europe – everywhere, everywhere that is just yours that you share with the whole world’.***

The topic of the study stated with Communicator, message, medium and effect, it directly related to Lasswell’s Model of Communication where its elements and process are already mentioned.

Hence, they are as follows :

- Who (Communicator) – Prem Rawat
- Says What – His Message
- In Which Channel – Medium / Media
- To Whom – Listeners, Viewers and Readers
- With what effect – Feedback of the receiver.

During the process of survey and data collection, the researcher discussed and observed several things. While talking to the respondents deeply, it came to the notice that interpersonal communication and group communication play pivotal role to listen to Prem Rawat talks. Opinion leaders like friends, colleagues, parents, etc. influence decision making of respondents. One of the respondents said that she was in stress and her friend suggested listening to message of Prem Rawat regarding peace and happiness would help to release stress. Therefore, it opines that two-step flow theory and multi-step flow theory exist in present scenario.

Maslow's Hierarchy of Needs states different needs of each individual and the last need is self-actualization. In every stage people needs to enjoy life and peace of mind, here the message can help people to balance their life. The message includes topics like **Life, Peace, Appreciation, Inner Strength, Self Awareness, Clarity, Understanding, Dignity, Choice, Hope, Contentment and many more.**

'His message is very live and always in context with the present era, he brings solution to the age old problems by giving examples and illustrations that very well correlate with the modern time', stated by one of the respondent.

A respondent wrote in her questionnaire that 'We behave as per our society and peer pressure, we have a lot of career pressure as well, among all this, we are losing our own selves. I being a youngster can feel that change in myself, I mean, I feel so strong, whenever I meet my friends, they always have something to cry about, whether it be their relationships, education pressure etc. I feel, everyone needs this message, youngsters especially'.

To researcher's surprise at Prem Rawat's events people attending these events outnumbered some of the earlier data and broke some of his own records. In Buxar, Bihar around 4 lakh people were present including youth, elderly people, women etc. These events were held region wise so as to cover maximum part of India and to provide ease, suitable and adequate facilities. Such large gatherings were held peacefully by the members of the organization and participation of Government and local police. Preparations are made much before the date of event. People attend the events held near to their places and start to come a day before the event and till the event starts. They come, sit and wait peacefully for the event to start. Before, during and after the event, the researcher found that everything ran smoothly. Venue was prepared with all the facilities including sanitation, parking, medical, transportation, water and various sitting arrangements.

Not only the people of India but people across the world came to attend. Various production materials like Prem Rawat's literature, DVD, etc. were also available and people were buying it happily. The day after the event various newspapers have articles of these events thus media coverage was also there. Though there were few jams in the road after the event but were cleared within 1 - 2 hours. After looking at the enthusiasm, readiness, joy, the researcher found that Prem Rawat message have much impact on people and so many people regardless of age, sex, religion, culture, tradition have the thirst for peace and his message must have been helping them to some extent to lead a peaceful and happy life.



SUGGESTIONS



13.1 Suggestions

In view of the results of the findings and conclusions reached in this study, the following suggestions are hereby offered :

13.1.1 Suggestions for the Media Organizations

1. There should be 10 short inspirational introductory videos of 3 - 4 minutes each in both English and Hindi languages for youth (15 – 35 years) facing stress or depression. It should be in the question and answer format. The questions must include the subjects like peace, happiness, life, humanity, success, dream, love, meditation techniques, suicidal tendencies, education and targets, etc.
2. The organization should make short inspirational video series of 10 -15 minutes each having messages / speeches of motivational speakers like Prem Rawat for Schools, Colleges, Universities and Academic Institutions and the videos must include the subjects like peace, happiness, life, humanity, success, dream, love, meditation techniques, suicidal tendencies, education and targets, etc.
3. There should be at least one National or International Library for the research scholars or public who want to know more about different motivational speakers like Prem Rawat or his journey or his global message of peace. It will not only help people of different age groups but also the researchers.
4. The literature of different motivational speakers like books, magazines, biography, etc. must be available in the airports especially in India, so that people can buy it easily.

5. The literature of different inspirational speakers like Prem Rawat books, magazines, biography, etc. must be available in the railway stations and book stores so that people can buy it easily.
6. There should be exhibition centers or Information centers of inspirational speakers in metropolitan cities so that people especially youth can sit and listen to motivational messages, videos or read the literatures.
7. *Books like Peace Is Possible: The Life and Message of Prem Rawat* and many more different inspirational speakers books should be made available in small book series that will create attention as well as interest in reading.
8. The organizations and media houses should arrange live events in different cities, in public places even in schools, colleges, universities and other institutions of inspirational speakers.
9. There should be regular column in different newspapers and magazines regarding message of peace and happiness.
10. There must be an open platform for the youth to send questions regarding their anxiety, stress or depression in the newspapers or magazines, and proper answering of those questions should be given.
11. There should be 30 seconder or 60 seconder video clips of various motivational messages / speeches of inspirational speakers like Prem Rawat which must carry

subjects such as life, peace and happiness, so that it can be easily disseminated through whatsapp, facebook, messenger, instagram etc.

13.1.2 Suggestions for the Schools, Colleges, Universities and Academic Institutions

1. Schools, Colleges, Universities and Academic Institutions must include one subject on moral studies which can include motivational speakers like Prem Rawat inspirational videos and literatures about life, peace and happiness, it will definitely help them to fight in this competitive world.
2. Schools, Colleges, Universities and Academic Institutions must include different literatures of inspirational speakers in their library.
3. Teacher should involve and encourage students in such activities where they can understand the importance of peace, happiness, appreciation, inner strength, self awareness, clarity, understanding, dignity, choice, hope and contentment, and it will increase confidence and non acceptance of failure.
4. These educational institutions should be in touch with those organizations related to motivational speakers and arrange activities to engage students in matters of peace, happiness, life, dream, humanitarian works etc.
5. Even these institutions should make efforts to call different motivational speakers for their speeches and conduct workshops.

13.1.3 Suggestions for the Youth of the World

1. Youth are facing anxiety, stress or depression resulting in increase of suicidal tendencies as well as cases, so they should listen to inspirational speeches, videos or read literatures of Prem Rawat or other motivational speakers.
2. They should subscribe YouTube channels of such videos which help them to overcome their stress or depression.
3. They should engage in activities and devote some time for peace and happiness every day.
4. They should learn various meditation techniques from diverse motivational speakers such as Prem Rawat or whom they like, to overcome confusion, stress and keep themselves motivated.
5. They should actively engage themselves in inspirational activities and events regarding life and peace organized by their educational institutions, organizations and media houses.
6. They should create awareness about inspirational events, literatures and videos available in internet and in various markets so that messages of peace, happiness, humanity, success, dream etc. is propagated and help others facing same situation of confusion, stress and depression.

7. They themselves should organize live events of different motivational speakers like Prem Rawat and activities with the help of their educational institutions and media organizations.

8. Negativity comes due to absence of positivity and if the day starts with positive thinking and positive efforts like after waking up must do meditation or listen to motivational messages or read some inspirational books, magazines, etc. it will definitely help youngsters to cope up with stress, anxiety or depression and live life happily and peacefully.



**LIMITATIONS
AND
RECOMMENDATIONS
FOR FURTHER
RESEARCH**



14.1 Limitations and Recommendations for Further Research

The study on **Communicator, Message, Medium and Effect: A Study with Special Reference to Prem Rawat, ‘An Ambassador of Peace’** has been done. The concern study reveals a lot of information. However there are some shortcomings that have been felt during and in last period of the very study. Every shortcoming generates a new recommendation. After the feeling of shortcomings, the emerging future recommendations are also felt at the same time. These are as follows :

14.1.1 Limitation of the Study

“As a matter of fact, sample choosing could be time consuming and costly, so, consideration of sampling size is likely to be affected by matters of time and cost at such a juncture.”⁹⁰

- 1. Sample is taken only from one university due to which generalization is not possible :** Only 50 respondents had been taken for study keeping in view - time, budget and feasibility, the researcher collected data from Babasaheb Bhimrao Ambedkar University (Central), Lucknow, Uttar Pradesh, India.
- 2. Samples were taken only from four live event venues :** The researcher had been able to collect data from 194 respondents after live event of Prem Rawat held in Bareilly Uttar Pradesh, Ranchi Jharkhand, Mumbai Maharashtra, and Delhi, India due to fixed dates and limited time.

⁹⁰ Bryman, A. Bell, E. *Business research methods (second edition)*. New York: Oxford University press Inc., 2007.

3. **Particular age group of 18 to 35 years of youth was small** : The researcher had taken youth to study, their groups were 18 to 35 years. Therefore, the group was small and couldn't be generalized.
4. **Semi-experimental study with 100 participants** : The researcher had done semi-experimental study with 100 participants, due to limited resources and time constraint.
5. The researcher faced many challenges throughout data collection, lack of budgetary support, limited resources and short time duration.
6. The researcher in some cases has received biased answers from the respondents.

14.1.2 Recommendations for Further Research

The researcher recommended for further scope of the research study which are listed below :

1. This research problem can be studied in Post Doctoral Degree by adding other dimensions such as suicidal cases of youth, women and teenager, and in-depth study can be done.
2. For further study the style and variants in speeches of motivational speaker Prem Rawat can be studied.

3. The researcher had taken only four live event places to do post events survey, for further study it can be wider and sample size can be increased, so that generalization will be possible.
4. The researcher has done survey with 50 students of higher study and only one university has been selected, for further study more universities and students can be selected.
5. For further research experimental study can be done in the place of semi-experimental study.
6. For experimental study more participants can be added in the place of 100 participants.
7. Content analysis of different speeches of Prem Rawat can be done.
8. Comparative analysis of Prem Rawat speeches / messages with other motivational speakers can be possible.
9. The researcher selected only Lucknow city to do survey among youth due to her feasibility but other cities and different states can be selected for better findings and results.
10. For further study the whole research can be done with particular motivational theory and persuasive communication.

- 11.** The comparative study of youth, depression and Prem Rawat's messages / speeches in developing country like India with other developed country can be done, as Prem Rawat is an international inspirational speaker.



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APPENDICES





**QUESTIONNAIRE
AND
INTERVIEW
SCHEDULE**



Youth and Stress Management

Disclaimer

Dear Madam/Sir,
Greetings!!

I am (Rashmi Kumari) research scholar of Babasaheb Bhimrao Ambedkar (Central) University, Lucknow, Uttar Pradesh, India. This survey is being conducted as a part of PhD thesis, under the supervision of Professor Gopal Singh in the Department of Mass Communication and Journalism, School of Information Science and Technology, Babasaheb Bhimrao Ambedkar University (A Central University), Lucknow, Uttar Pradesh, India. The broader area of my research topic is Youth and Stress Management. The information provided by you in this Questionnaire will be used for research purposes and will not be disclosed to anybody at any circumstances.

Demographic Information:

Name : _____
Your Age group : 16-18 19-21 22+
Gender : Male Female Other
Qualification : _____ Place : _____
Contact No. : _____ Email Id : _____

Q1. Do you feel stressed sometimes?

- a) Yes
- b) No
- c) Can't Say

Q2. Causes of your stress, please tick one or more :-

- a) Exams
- b) school/college/university issues
- c) Family Issues
- d) Friends Issues
- e) Relative Issues
- f) Relationship issues
- g) Money
- h) Work
- i) Health
- j) Others _____

Q3. How do you manage your stress?

- a) Exercise
- b) Yoga
- c) Meditation
- d) Take a bath
- e) Take a nap
- f) Drink alcohol
- g) Listen to music
- h) Take drugs
- i) Read books/magazines
- j) Listen to motivational speech
- k) Smoke
- l) Play games
- m) Self-harm
- n) Go for a walk/jog
- o) Talk to a partner/friend/family member
- p) None of the above
- q) Others _____

Q4. Do you become aggressive during stress and tend to take stress out on others?

- a) Yes
- b) No
- c) Can't Say

Q5. What type of symptoms do you feel in stress?

- | | |
|---------------------------------------|----------------------|
| a) Low self-esteem/lack of confidence | e) Mood Swings |
| b) Headaches | f) Anxiety attacks |
| c) Sickness | g) None of the above |
| d) Depression | h) Others _____ |

Q6. Does your stress affect your life? For example, do you lose concentration or make mistakes often?

- a) Yes
- b) No
- c) Sometimes

Q7. If yes, how do you manage it?

Q8. Once you come out of stress after applying the things you ticked in question no. 3, how do you feel?

- | | |
|-------------------|----------------------------------|
| a) Feel relaxed | d) Get the strength to do things |
| b) Become patient | e) become calm |
| c) Feel happy | f) Others _____ |

Q9. Do you feel any media (Television / Radio / Internet etc) can play any role in managing stress?

- a) Yes
- b) No
- c) Can't say

Q10. If yes, how?

Q11. What is / are your suggestion/s for others to overcome stress?

Thank you...

Prem Rawat 'An Ambassador of Peace' and his Message

Disclaimer

Dear Madam/Sir,
Greetings!!

I am (Rashmi Kumari) research scholar of Babasaheb Bhimrao Ambedkar (Central) University, Lucknow, Uttar Pradesh, India. This survey is being conducted as a part of PhD thesis, under the supervision of Professor Gopal Singh in the Department of Mass Communication and Journalism, School of Information Science and Technology, Babasaheb Bhimrao Ambedkar University (A Central University), Lucknow, Uttar Pradesh, India. The aim of my research study is to explore Prem Rawat 'An Ambassador of Peace' and his Message. The information provided by you in this Questionnaire will be used for research purposes and will not be disclosed to anybody at any circumstances.

Demographic Information:

Name: _____ Gender: _____ Age: _____

Marital Status: _____ Education: _____

Occupation: _____ City, Country: _____

Contact No.: _____ Email Id: _____

- 1) How did you get information about 'Autumn 2018 Bunya International Seminar'? (Tick one or more)
 - a) Internet ()
 - b) Email ()
 - c) Friend ()
 - d) Family ()
 - e) Others, Please mention _____

- 2) Prem Rawat as a communicator, what rank would you give?
 - a) Excellent ()
 - b) Very Good ()
 - c) Good ()
 - d) Satisfactory ()
 - e) Poor ()

- 3) The way he expressed his speech / message, how would you scale?
 - a) Excellent ()
 - b) Very Good ()
 - c) Good ()
 - d) Satisfactory ()
 - e) Poor ()

- 4) Did you like the content of his speech?
 - a) Yes ()
 - b) No ()
 - c) Cannot Say ()

- 5) Do you agree with today's speech / message given by Prem Rawat?
- a) Strongly Agree ()
 - b) Agree ()
 - c) Neutral ()
 - d) Strongly Disagree ()
 - e) Disagree ()
- 6) In this era of modernization and technology, do you think, the speech / message of Prem Rawat will help youngsters to overcome their depression or stress?
- a) Strongly Agree ()
 - b) Agree ()
 - c) Neutral ()
 - d) Strongly Disagree ()
 - e) Disagree ()
- 7) Will his speech / message help you in your daily life?
- a) Yes ()
 - b) No ()
 - c) Cannot Say ()
- 8) Which medium / media do you access to listen to Prem Rawat? (Tick one or more)
- a) Internet ()
 - b) Smartphone ()
 - c) Television ()
 - d) Radio ()
 - e) Prem Rawat literature ()
(Magazines, Books, Broachers etc)
 - f) DVD ()
 - g) Others , Please
mention_____
- 9) What rank will you give to Prem Rawat as a 'Communicator', 'his speech / message', 'the way he use to express it' and 'the influence of his speech / message on you'?
- a) 5 - Highest ()
 - b) 4 ()
 - c) 3 ()
 - d) 2 ()
 - e) 1 - lowest ()

10) What did you like in his speech / message the most?

Thank you for Your Active Participation

Prem Rawat 'An Ambassador of Peace' and his Message
(प्रेमरावत 'शांतिदूत' और उनका संदेश)

Demographic Information:

Name (नाम) : _____ Gender Female (स्त्री) Male (पुरुष) Other (अन्य)
Age (आयु/उम्र): _____ Marital Status (वैवाहिक स्थिति): Married (विवाहित) Unmarried (अविवाहित)
Education (शिक्षा): _____ Occupation (व्यवसाय): _____ City, State (शहर, राज्य): _____
Contact No. (संपर्क नंबर): _____ Email Id (ईमेल आई डी): _____

This interview schedule is based on today's speech of Prem Rawat

1) How did you get information about today's event of Prem Rawat?

(प्रेम रावत के आज के इस इवेंट की जानकारी आपको कैसे मिली?)

- a) Internet (इंटरनेट)
b) Email (ईमेल)
c) Friend (दोस्त)
d) Family (परिवार)
e) Others, Please mention (अन्य, कृपया उल्लेख करें) _____

2) Prem Rawat as a communicator, what rank would you give?

(प्रेम रावत को एक संदेश वाहक / संचारक के रूप में, आप उनको किस श्रेणी में रखेंगे?)

- a) Excellent (अति उत्कृष्ट)
b) Very Good (बहुत अच्छा)
c) Good (अच्छा)
d) Satisfactory (संतोषजनक)
e) Poor (खराब)

3) The way he expressed his message / speech, how would you scale?

(जिस तरह से उन्होंने अपना संदेश / भाषण व्यक्त किया, आप उनको किस श्रेणी में रखेंगे?)

- a) Excellent (अति उत्कृष्ट)
b) Very Good (बहुत अच्छा)
c) Good (अच्छा)
d) Satisfactory (संतोषजनक)
e) Poor (खराब)

4) Do you like the content of his message?

(क्या आपको उनके संदेश की विषय वस्तु पसंद है?)

- a) Yes (हाँ)
b) No (नहीं)
c) Cannot Say (कुछ कह नहीं सकते)

5) Do you agree with today's message / speech given by Prem Rawat?

(क्या आप प्रेम रावत द्वारा दिए गए आज के संदेश / भाषण से सहमत हैं?)

- a) Strongly Agree (दृढ़ता पूर्वक सहमत)
b) Agree (सहमत)
c) Neutral (निष्पक्ष)
d) Strongly Disagree (दृढ़ता पूर्वक असहमत)
e) Disagree (असहमत)

- 6) In this era of modernization and technology, do you think, the message / speech of Prem Rawat will help youngsters to overcome their depression or stress?
(आधुनिकीकरण और प्रौद्योगिकी के इस युग में, क्या आप को लगता है कि प्रेम रावत का संदेश / भाषण युवाओं को अवसाद या तनाव से उबरने में मदद करेगा?)
- a) Strongly Agree (दृढ़ता पूर्वक सहमत)
b) Agree (सहमत)
c) Neutral (निष्पक्ष)
d) Strongly Disagree (दृढ़ता पूर्वक असहमत)
e) Disagree (असहमत)
- 7) Will Prem Rawat's message help you in your daily life?
(क्या प्रेम रावत का संदेश आपको अपने दैनिक जीवन में मदद करेगा?)
- a) Yes (हाँ)
b) No (नहीं)
c) Cannot Say (कुछ कह नहीं सकते)
- 8) Apart from live event / program which medium / media do you access to listen to Prem Rawat?
(लाइव इवेंट / प्रोग्राम के अलावा, प्रेम रावत को सुनने के लिए आप किस माध्यम / मीडिया का उपयोग करते हैं?)
- a) Internet (इंटरनेट)
b) Smartphone (स्मार्टफोन)
c) Television (टेलीविजन)
d) Radio (रेडियो)
e) Prem Rawat literature (Magazines, Books, Brochure etc) (प्रेम रावत के साहित्य जैसे मैगजीन, किताबें, विवरणिका इत्यादि)
f) DVD (डी वी डी)
g) Others , Please mention (अन्य, कृपया उल्लेख करें) _____
- 9) What rank will you give to Prem Rawat as a 'Communicator', 'his message', 'the way of expressing / communicating his message' and 'the influence of his message on you'?
(प्रेम रावत को एक संदेश वाहक / संचारक के रूप में, उनका संदेश, जिस तरह वह अपने संदेश को व्यक्त करते हैं और उनके संदेशों का आप पर प्रभाव, आप किस श्रेणी में रखेंगे?)
- a) Excellent (अति उत्कृष्ट)
b) Very Good (बहुत अच्छा)
c) Good (अच्छा)
d) Satisfactory (संतोषजनक)
e) Poor (खराब)
- 10) What did you like in his message / speech the most?
(आपको प्रेम रावत के संदेश / भाषण में सबसे ज्यादा क्या पसंद आया?)
- _____
- _____
- _____

Thank you for Your Active Participation (आपकी सक्रिय भागीदारी के लिए धन्यवाद)

Prem Rawat 'An Ambassador of Peace' and Stress Management among Youth

Disclaimer

Dear Madam/Sir,
Greetings!!

I am (Rashmi Kumari) research scholar of Babasaheb Bhimrao Ambedkar (Central) University, Lucknow, Uttar Pradesh, India. This survey is being conducted as a part of PhD thesis, under the supervision of Professor Gopal Singh in the Department of Mass Communication and Journalism, School of Information Science and Technology, Babasaheb Bhimrao Ambedkar University (A Central University), Lucknow, Uttar Pradesh, India. The broader area of my research topic is Prem Rawat 'An Ambassador of Peace' and Stress Management among Youth. The information provided by you in this Questionnaire will be used for research purposes and will not be disclosed to anybody at any circumstances.

Demographic Information:

Name (Optional) : _____ Gender: _____ Age: _____

Marital Status: _____ Education: _____

Occupation: _____ City, State: _____

Contact No.: _____

1) Do you listen to Prem Rawat?

2) How did you come to know about Prem Rawat?

3) What was your age when you started listening to him?

4) In this era of modernization and technology, do you think that the message / speech of Prem Rawat will help youngsters to overcome their stress or depression? How?

5) Did his messages help you ever to overcome your stress or depression? How did it help? Share your experiences.

6) Which medium / media do you access to listen to Prem Rawat's messages in your day-to-day life?

7) What suggestion/s do you want to give to the youngsters?

Thank you for Your Active Participation

Stress / Depression Management

Demographic Information

Name (Optional) :
Gender : Age: Marital Status :
Education : Occupation : City, State :
Contact No. :

Q1) Do you think, youth face stress or depression in their life?

- a) Yes
- b) Partially
- c) No
- d) Cannot Say

Ans)

Q2) Do you face stress or depression in your life?

- a) Yes
- b) Partially
- c) No
- d) Cannot Say

Ans)

Q3) Do you think, stress or depression affects your life?

- a) Yes
- b) Partially
- c) No
- d) Cannot Say

Ans)

Q4) Prem Rawat as a Communicator, what rank would you give?

- a) Excellent
- b) Very Good
- c) Good
- d) Satisfactory
- e) Poor

Ans)

Q5) The way he expressed his message, how would you scale?

- a) Excellent
- b) Very Good
- c) Good
- d) Satisfactory
- e) Poor

Ans)

Q6) Did you like the examples / facts which he used in his message?

- a) Yes
- b) Partially
- c) No
- d) Cannot Say

Ans)

Q7) Did you like the content of his message?

- a) Yes
- b) Partially
- c) No
- d) Cannot Say

Ans)

Q8) In this era of modernization and technology, do you think that the message of Prem Rawat will help youngsters to overcome their stress or depression?

- a) Yes
- b) Partially
- c) No
- d) Cannot Say

Ans)

Q9) Do you think the youth would get positive outlook after listening to Prem Rawat?

- a) Yes
- b) Partially
- c) No
- d) Cannot Say

Ans)

Q10) Do you think videos (sent by me) you viewed have / will have some positive impact on your attitude towards life?

- a) Yes
- b) Partially
- c) No
- d) Cannot Say

Ans)

Q11) Do you think social media like whatsapp, facebook, twitter etc. can help easily to share these types of motivational messages?

- a) Yes
- b) Partially
- c) No
- d) Cannot Say

Ans)

Q12) Did you get and access easily the messages / videos of Prem Rawat sent by me through whatsapp?

- a) Yes
- b) No
- c) Cannot Say

Ans)

Q13) Do you think Television, Radio, Newspaper etc. should include these types of motivational contents?

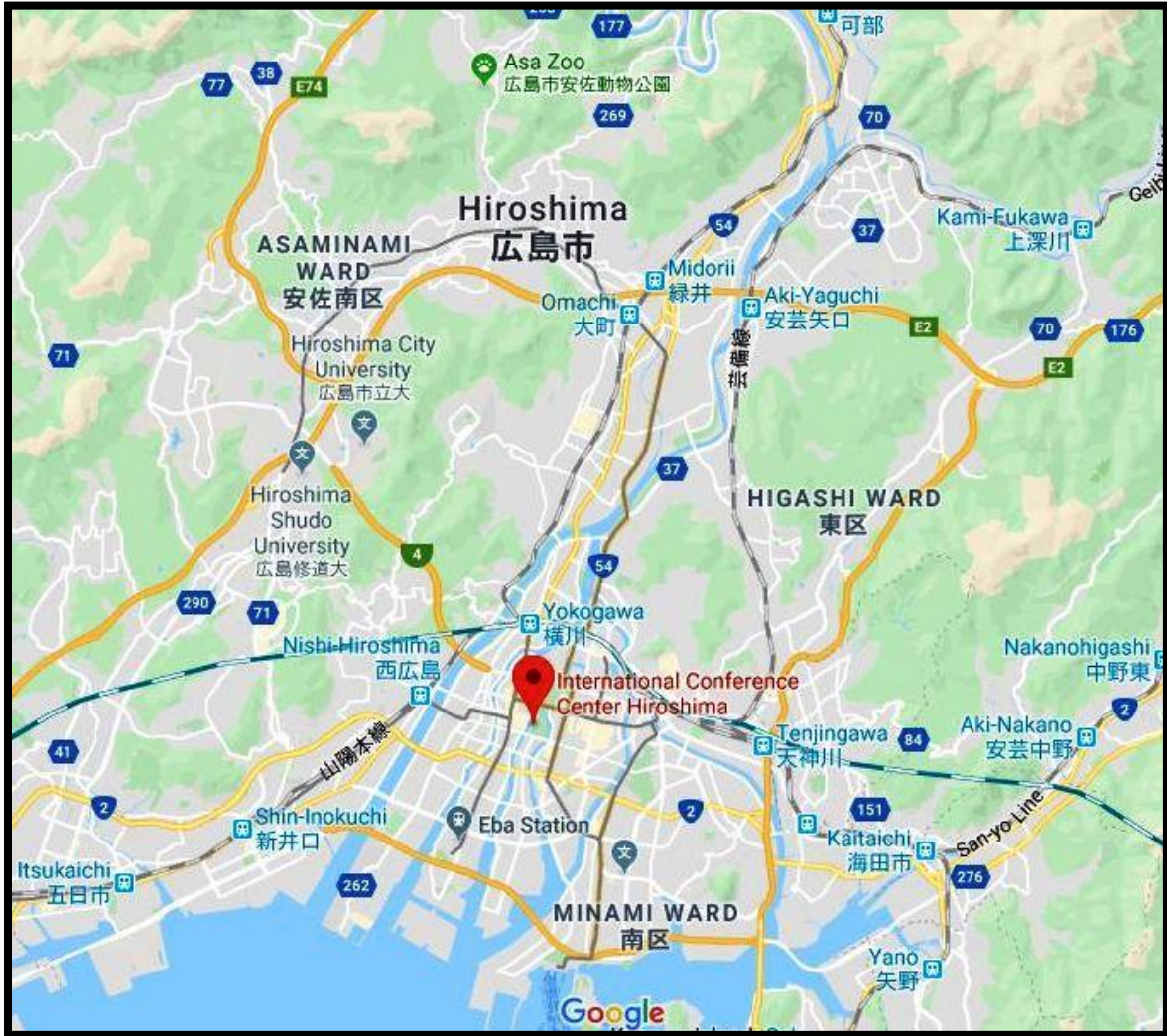
- a) Yes
- b) No
- c) Cannot Say

Ans)

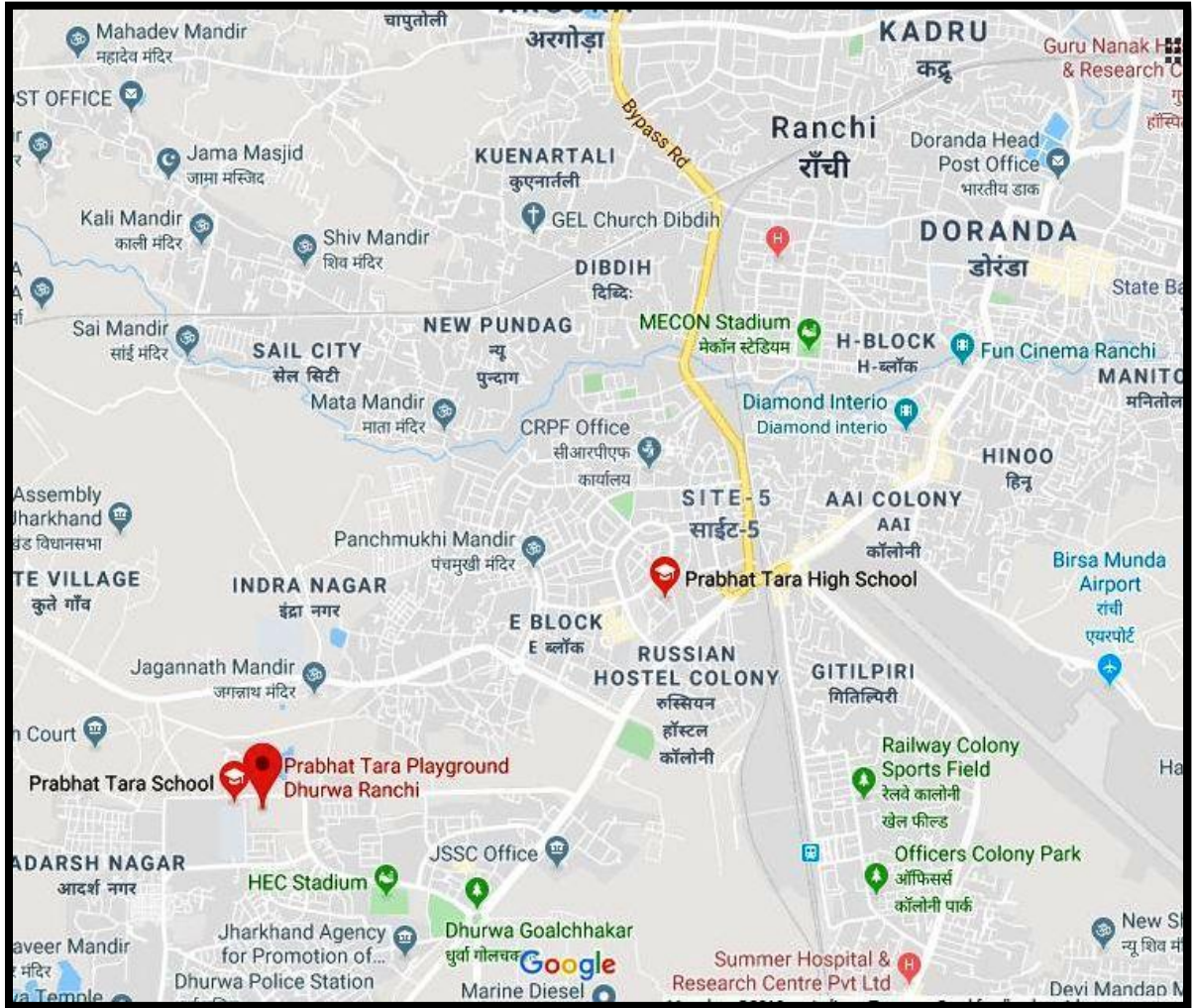


MAPS OF THE SURVEYED AREAS

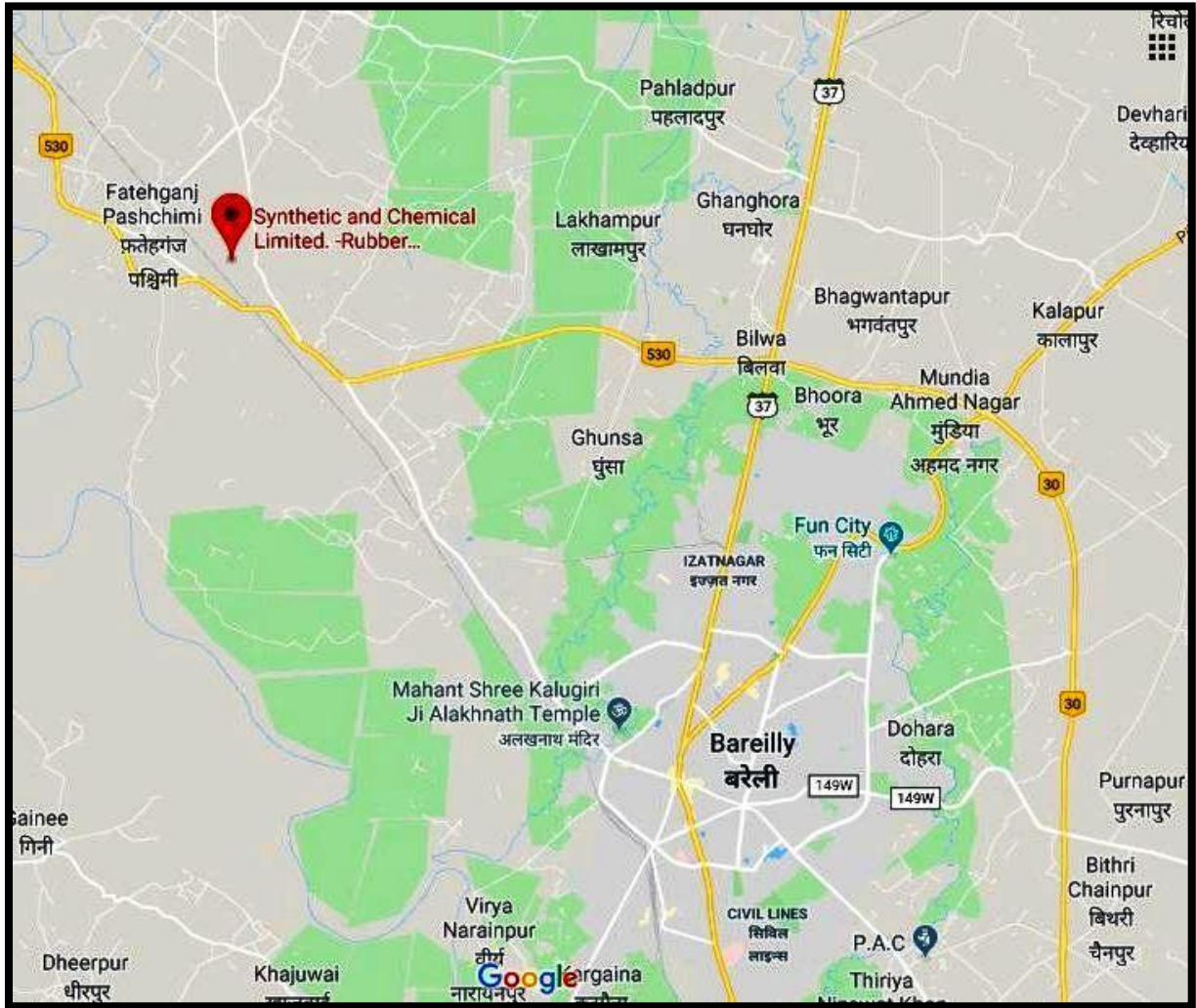




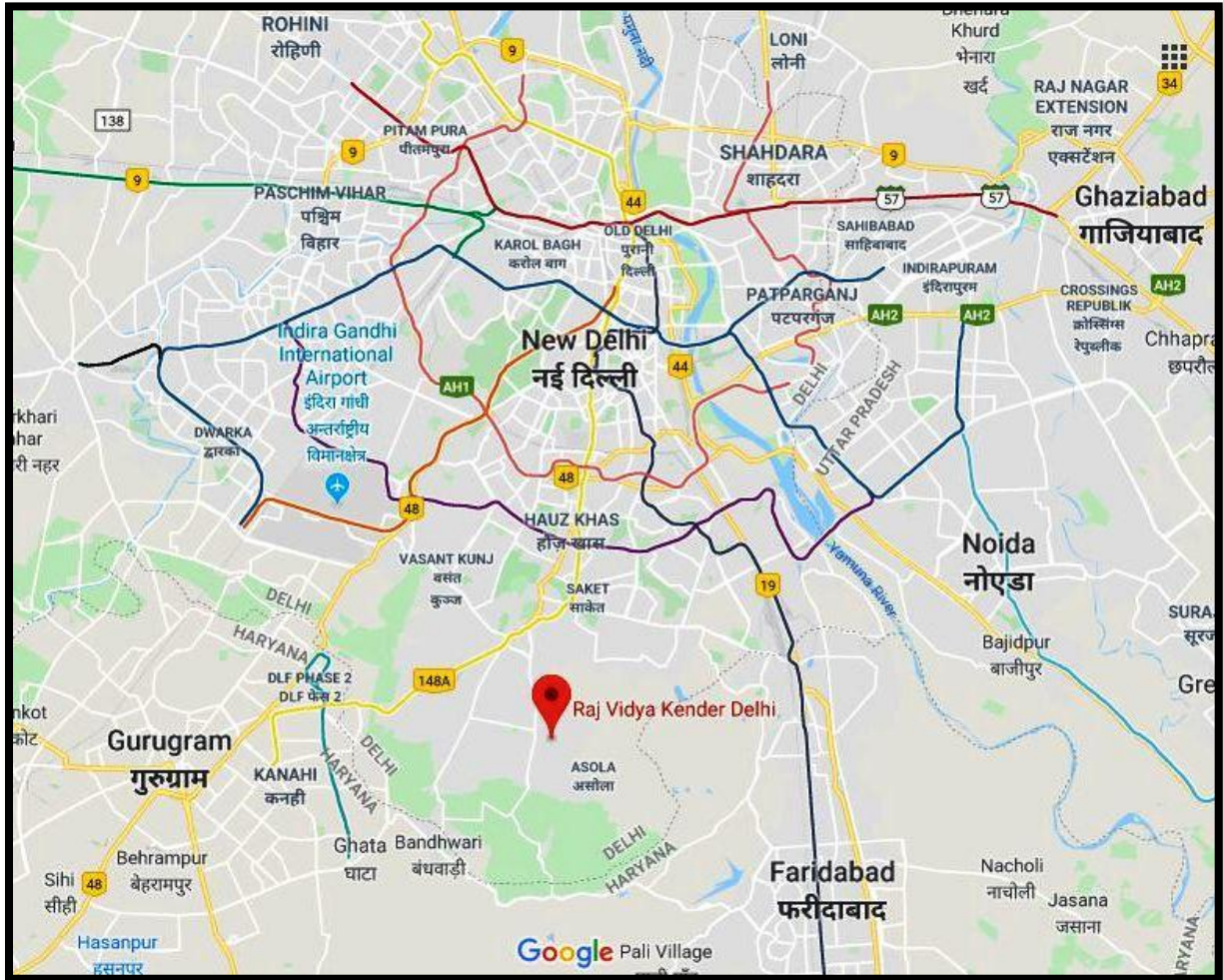
Hiroshima, Japan



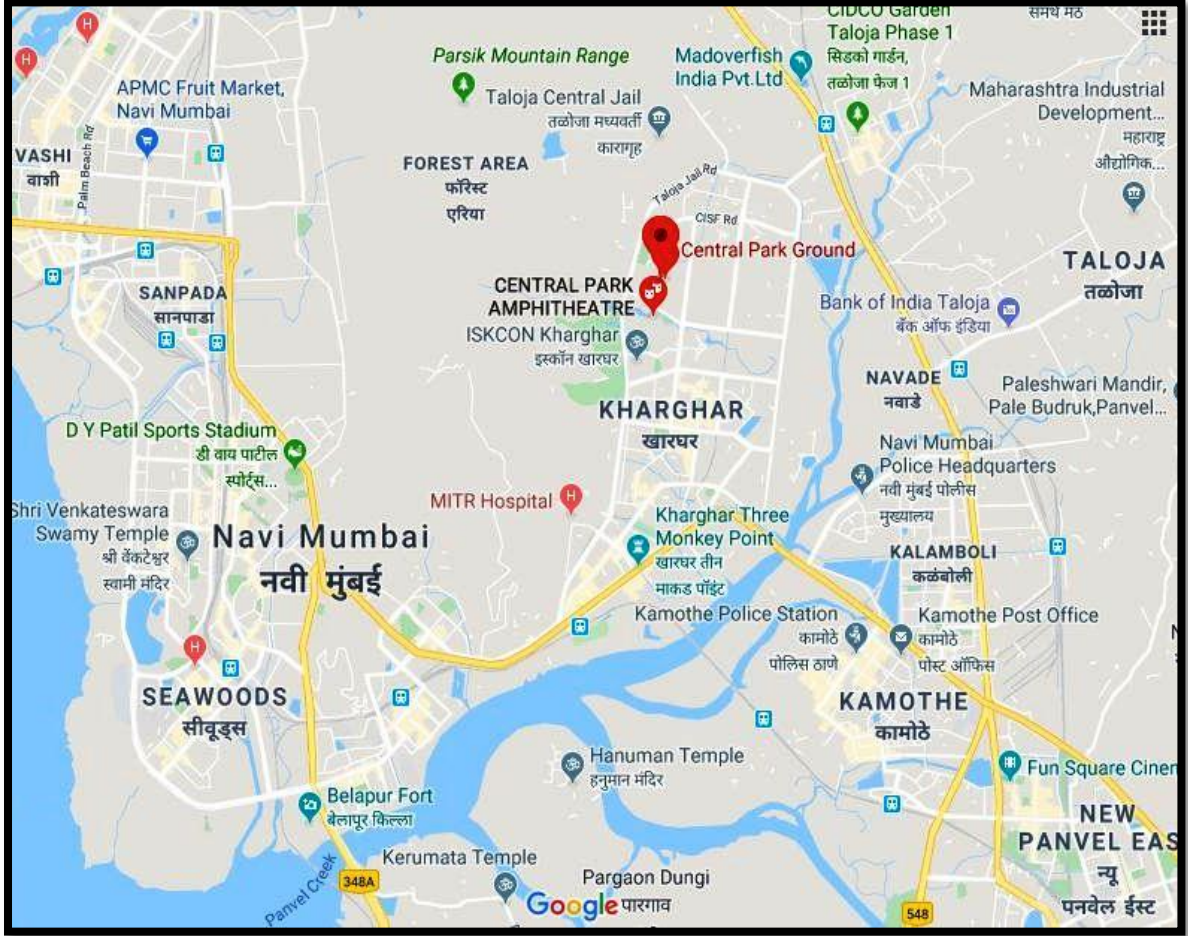
Ranchi, Jharkhand



Bareilly, Uttar Pradesh



New Delhi



Navi Mumbai, Maharashtra



**PHOTOGRAPHS
OF THE
SURVEYED AREAS**





Hiroshima, Japan



Ranchi, Jharkhand



Bareilly, Uttar Pradesh



New Delhi



Navi Mumbai, Maharashtra



Food For People, Bantoli, Ranchi